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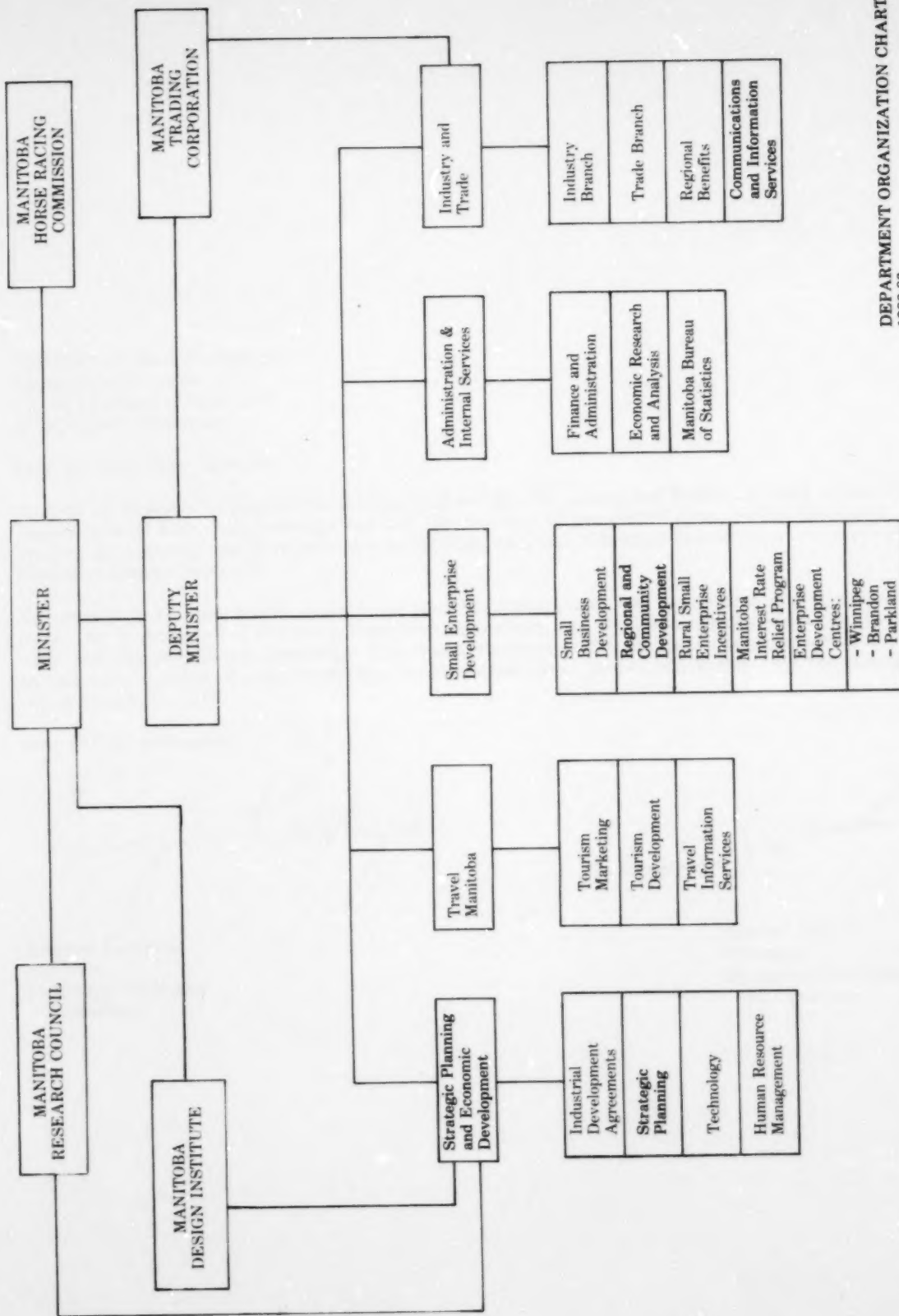
ANNUAL REPORT

1982-83

The Department of
Economic
Development and
Tourism

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DEPARTMENT ORGANIZATION CHART
1982-83

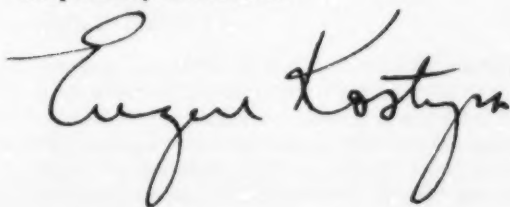
Her Honour Pearl McGonigal,
Lieutenant-Governor,
Of the Province of Manitoba,
WINNIPEG, Manitoba.

May It Please Your Honour:

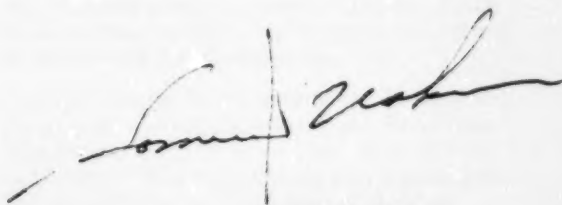
It gives us pleasure to present the Annual Reports for the year ended March 31, 1983, of the former Department of Economic Development and Tourism and its associated agencies; the Manitoba Trading Corporation, the Manitoba Bureau of Statistics, the Manitoba Research Council and the Manitoba Design Institute.

Subsequent to the conclusion of the fiscal year, the Department was reorganized in November, 1983, under the Department of Industry, Trade and Technology and the Department of Business Development and Tourism. To our knowledge this report represents a full and accurate summary of the work completed within the former Department of Economic Development and Tourism for the year that ended March 31, 1983.

Respectfully submitted,



Eugene Kostyra,
Minister,
Industry, Trade and
Technology



Samuel Uskiw,
Minister,
Business Development
and Tourism

Administration and Internal Services

Finance and Administration

The Finance and Administration Branch provides specialized functions and support of departmental operational activities, in accordance with government policy and regulatory procedures.

Activities

The main administrative functions are financial management and accounting, personnel, motor vehicle pool, stock control, travel control, central registry and filing and central photocopying and business library. These functions are service oriented with emphasis on response to demand. The accounting section processed approximately 11,800 payments to suppliers and government departments during the year — an increase of approximately seven per cent over the previous year.

Business Library

The Business Library provides reference assistance to the departmental staff and affiliated agencies in their research for the programs and services they deliver. As well, it is a reference source for other government departments, the business and academic communities and the general public.

Activities

During the 1982-83 fiscal year, the Library responded to 3,500 reference requests, processed 105 inter-library loans, conducted 24 on-line searches, and made 162 audio-visual loans to departmental members. Departmental listings for ten almanacs and directories were revised for their publishers and text material was revised or supplied for a number of encyclopedias.

During the year a complete inventory of the collection was undertaken and, at the conclusion, it was decided that shelf reading and inventory would become a continuous year 'round activity.

Net acquisitions to the collection totalled 435, bringing holdings to 15,300 volumes. Periodical count as at March 31, 1983, was 360. During the year, 578 purchase orders were processed, including 522 books and 477 new and renewed subscriptions.

Economic Research and Analysis

The Branch provides information development, research analysis and computer programming services to the department executive and line development officers.

Activities

The Branch continued to provide research and data development support to the executive, development officers and, through them, to many of the department's clients. The projects included data development and analysis to provide product and market assessment, administrative and policy development and economic analysis. In all, some 132 project requests were generated during the fiscal year including the annual Community Report series on 76 Manitoba communities.

Fifty-one proposals were received under the (Federal) Foreign Investment Review Act. The branch reviews each one in consultation with the appropriate officer in the relevant department. An analysis is prepared and submitted with a recommended position and draft response.

To allow a focused response to the high level of bankruptcies, the Business Alert Program was designed. Using the skills of line officers, it was implemented by a committee reporting to the deputy minister. After design, the role of the Branch was primarily coordination, monitoring and producing daily bulletins as required and a regular weekly bulletin. Since its inception in 1982, the Program has served 48 firms with 5,600 employees.

A major change in the role of the Branch was its support for the Economic and Resources Investment Committee of Cabinet (E.R.I.C.). In October 1982, the Branch was moved from the Administrative and Internal Services Division to the Strategic Planning and Economic Development Division, whose head is also Secretary to E.R.I.C.

The Branch prepared a major review of the economy for an E.R.I.C. planning session in January 1983, and prepared numerous studies following from the discussion at that session.

At the end of the fiscal year, three positions were transferred to the Technology Branch of the Strategic Planning and Economic Development Division. The transfer was in support of the priority assigned to the introduction of new technology as a significant element in economic development.

Industry and Trade Division

Industry Branch

The Industry Branch has several objectives aimed at accelerating the establishment and expansion of business activities in the province. These include creating new jobs, upgrading job quality, increasing capital investment and reducing the incidence of business failure. In close cooperation with the private sector and business organizations, the Branch analyzes information on the advantages of locating a business in Manitoba. In this capacity a wide range of recommendations and specific investment proposals are put forward to the government and investment interests.

Assistance provided by the Industry Branch varies considerably from project to project and can include any or all of the following types of assistance:

- provision of technical/professional guidance and information to company management;
- financial support for feasibility studies on a cost-shared basis;
- liaison and support for company's applications for other Federal or Provincial assistance programs such as DREE, EDP, etc.

Activities

The Industry Branch has played a major or supportive role in the establishment of new plants and expansions to numerous existing operations. During the 1982-83 fiscal year, 34 projects were assisted representing over \$10 million in manufacturing capital investment with 693 new, additional or retained jobs.

Among the more significant projects listed for 1982-83 are such new plants as B&B Foods Limited; Fisons-Western Corporation and Composite Technology Canada Limited. Major expansions include Tan Jay and Export Packers Company Limited.

Significant projects "in process" during the 1982-83 fiscal year included: 3M Canada Inc., Premier Peat Moss; Burroughs Business Machines Limited; Rock Lake Oil Seeds; and Winpak Limited.

Other Activities:

- Identified and began work on 33 additional projects.
- Identified 48 potential investors.

- Provided financial and operational assistance to the productivity centre operated by the Manitoba Fashion Institute.
- Organized and implemented a major federal-provincial cost-shared program to improve the quality assurance capabilities of machining industries in Manitoba.
- Administered over 40 entrepreneurial immigration applications which will create an investment of \$7-\$10 million and up to 130 jobs. Followed up with ten immigrants for successful establishment of businesses.
- Continued activity with Lockheed Aircraft and McDonnell Douglas with regard their industrial offset programs. Initiated major work on the Canadian Patrol Frigate Program with significant potential for industrial offset work for Manitoba.

Trade Branch

The Trade Branch provides services and support to Manitoba companies to increase interprovincial and export sales of Manitoba-made goods and services, thus strengthening and expanding employment opportunities for industry. Programs are designed to upgrade marketing capabilities of Manitoba firms and to provide exposure in new markets.

Close liaison has been maintained with other organizations fostering trade such as the federal government, banks, chambers of commerce, the Canadian Manufacturers Association, COSTPRO and transportation companies.

Priority market areas for investigation were the United States upper midwest and Western Canada, with other regions serviced as required. During the year trade officers were assigned to product sector rather than geographical area responsibilities.

Activities

Trade Branch support and assistance resulted in actual sales of \$1.6 million and projected sales of \$11.7 million, according to company reports.

The Trade Assistance Program (T.A.P.) supported companies financially at trade shows in Canada and selected U.S. centres. Solo trade show and mission assistance provided 62 grants to 51 companies participating in 48 trade events. Companies reported \$700,103 in on-site sales and \$4.9 million in projected sales. Fifty-five agents and distributors were appointed.

Group shows were organized under T.A.P. for Manitoba companies to exhibit in a common display at seven trade events in Western Canada and the U.S. midwest. Sectors represented included agricultural equipment and components, the petroleum industry, giftware and industrial products. Sixty-two companies (53 different) participated and reported \$251,029 in on-site sales and \$3.3 million in projected sales. Thirty agents and distributors were appointed.

Trade show support is intended to encourage new market penetration and share the initial risk. Sales are not the ultimate measure of success or failure and most first time exhibits are intended to introduce products, establish contacts and provide companies with future marketing strategies.

The Trade Branch exhibited at the Winnipeg Business Show in May and Small Business Information Fairs (Brandon and Winnipeg) in October. Contacts with new and potential exporters were established.

Several companies were assisted to participate in events sponsored by the Canadian Consulate in Minneapolis, the Canadian Food and Beverage Show and a Canadian Hardware Product Introduction Day.

Under Enterprise Manitoba, the branch sponsored a January, 1982, seminar where 43 Manitoba companies presented their capabilities to purchasing agents of the Canadian oil and gas industry. Seminar participants reported \$2.8 million in projected sales. As a result, 16 companies were sponsored to attend the National Petroleum Show in Calgary in June, 1982.

The Institutional Market Program, a joint provincial-federal initiative, was actively supported by the branch to encourage import replacement opportunities for Canadian manufacturers. The program identified a \$2.2 billion institutional market for furniture, fixtures, laboratory and scientific equipment, sporting goods, non-printed educational supplies and audio-visual equipment. A major "reverse trade show" in October highlighted the program, where federal and provincial institutions displayed products, \$1.4 billion of which were imported in 1982. 261 Canadian manufacturers and 137 purchasing agents attended to identify means by which this import bill could be reduced by ten per cent.

Trade development officers made field trips to locate distributors, agents or buyers for Manitoba products. 250 information requests were handled providing assistance on channels of distribution through to trade show suggestions.

Commercial Services provided information on a wide range of trade procedures. 220 requests were handled on Canadian and foreign tariff regulations, export pricing, shipping, documentation, finance and insurance, contracts, terms of trade and other aspects of export transactions. This assistance generated reported sales of \$693,000 and projected sales of \$650,000. Four agents were appointed.

Other Activities

- A seminar on farm equipment marketing opportunities in the U.S. upper midwest was held in Winnipeg and Brandon. 44 companies attended.
- Eight other seminars on various export topics attracted 294 participants. These were co-sponsored with the federal government, the Winnipeg Chamber of Commerce and the Canadian Manufacturers Association.
- Enterprise Manitoba funded an agricultural equipment and component suppliers catalogue. It was produced and distributed to U.S. distributors, agents and dealers of farm equipment. Nineteen manufacturers participated with display advertisements.
- A series of federal-provincial and inter-provincial trade meetings have been held over the past year. Issues and subjects addressed included the General Agreement on Trade and Tariffs (GATT), Canada's major trading partners, protectionism and provincial contribution toward the development of Canada's trade policy for the 1980's.

Regional Benefits Branch

The responsibility of the Regional Benefits Branch is to maximize the use of Manitoba goods and services both in major economic activities in the province and by government and other public purchasing agencies. In addition, the Branch attempts to ensure a regional balance within the province of supply opportunities.

Services provided by the Regional Benefits Branch include:

- Identification of product and service requirements of major economic activities or projects accruing within Manitoba.
- Matching product and service requirements within capabilities that presently exist in Manitoba.

- Referral of supply opportunities to appropriate Manitoba companies and provision of assistance to successfully bid on supply contracts.
- Direct sourcing of Manitoba goods and services on behalf of government and private sector purchases.
- Investigation into complaints related to government and other public purchasing activities.
- Communication and clarification to industry of government procurement policies and procedures.

Activities

Distributed an industrial services directory listing 334 Manitoba companies providing machining, repairing and welding services.

Investigated oil and gas activities in southwestern Manitoba and Hudson Bay with identification of potential opportunities arising as a result of this expanded exploration and recovery activity.

The Branch sponsored two seminars — one in Melita and one in Brandon — which dealt with oil and gas technology in order to generate interest by local business.

The Branch participated in the development and institution of the "Buy Manitoba" program. Highlights of this policy include a discretionary price preference to be exercised with ministerial approval; improved tendering practices to include increased numbers of Manitoba bidders; and institution of purchasing audits in major crown corporations to identify areas where Manitoba suppliers can satisfy needs presently sourced outside of Manitoba.

Participated on a Purchasing Review Committee which was established as a result of the "Buy Manitoba" policy, to examine and recommend on specific purchasing decisions by government.

Identified and contacted Manitoba companies interested in supplying all or part of a major lab furnishing contract to be issued by the Health Sciences Centre.

Investigated and provided information on twenty purchasing related opportunities and complaints.

Communications and Information Services Branch

This Branch provides specific communications services to operating branches of the Department of Economic Development and Tourism and to the general public. The Branch also provides similar services to promote programs conducted under Enterprise Manitoba — the five-year, \$44 million Canada-Manitoba Industrial Development Subsidiary Agreement. These communications efforts are accomplished through the use of:

- Printed literature (brochures, pamphlets and special reports);
- Industrial Development Advertising;
- Public Relations
- Trade Shows (exhibits and displays);
- Audio-Visual Presentations;
- Promotional Events (sod-turnings, plant openings and new product introductions).

A brochure promoting Manitoba's agricultural equipment and component manufacturing sector was produced and funded under Enterprise Manitoba. The Branch also produced two brochures on design management for the Manitoba Design Institute. At year-end, program service brochures were nearing completion for the Industrial Technology Centre and the Canadian Food Products Development Centre. Various program pamphlets and reports were produced as required.

A pre-test advertising study was completed, aimed at attracting new industry to Manitoba. The subsequent investment-seeking ad schedule will run in selected U.S. and Canadian publications in fiscal 1983-84. Manitoba's agricultural equipment manufacturing capabilities were also advertised in selected farm trade publication in North America and abroad. Business seminars held throughout the year at the Enterprise Development Centres were advertised extensively in Manitoba newspapers. Other department programs and services were advertised in Manitoba-base publications as required. Exhibits and displays were produced for 12 trade shows in which the department participated.

Shows included:

- Chamber of Commerce Business Show — Winnipeg
- Miconex Exhibition and Conference — Winnipeg

- Agri-Component Exposition — Kansas City, Missouri
- Portage Trade Fair — Portage la Prairie
- Calgary Gift Show — Calgary, Alberta
- Small Business Information Fair
 - Winnipeg
 - Brandon
 - Dauphin
- Institutional Market Program — Winnipeg
- Northern Farm Show — Minneapolis, Minnesota
- Ag-Expo '83 — Lethbridge, Alberta
- Manitoba Schools Careers Symposium — Winnipeg

Four audio-visual productions were completed for the following clients:

- Canadian Food Products Development Centre
- Industrial Technology Centre
- Enterprise Development Centres
- Industry Branch

The branch coordinated and financially assisted with three plant openings in Manitoba during 1982-83.

Small Enterprise Development

The objective of Small Enterprise Development is to improve the number, quality and probability of success of new small business ventures, expansions and modernizations. The division also provides management counselling, information and development assistance to small businesses in Manitoba (usually companies having less than 50 employees).

The programs of Small Enterprise Development are fully complementary, and are managed so that the total available resources of the division are accessible to the benefit of specific projects or clients.

Small Business Development

Staff consultants provide direct support and also use complementary Department programs whenever possible. Assistance is provided in determining financing requirements, assessment of market potential and strategies, evaluating production methods and preparing feasibility studies. Branch personnel also coordinate the services of various Federal agencies such as the Federal Business Development Bank; Industry, Trade and Commerce and the Department of Regional Economic Expansion.

Activities

The Small Business Development Branch, during the 1982-83 fiscal year, assisted in 59 projects which resulted in the creation of 410 new manufacturing jobs. The diverse range of products produced by new or expanding firms included radiant heaters, contract furniture, non-ferrous ingots, pneumatic grain conveyor systems, garden tools, overhead doors, convenience foods and contact lenses.

The Branch in this fiscal year intensified its efforts to assist manufacturing firms in financial difficulty. In each case, staff worked with lenders, creditors, investors and employees to ensure that every alternative to save the business and its jobs was examined. In most cases where the business was maintained, new equity and/or loan arrangements were initiated and coordinated by the Branch. These efforts safe-guarded 160 jobs.

Winnipeg Enterprise Development Centre

The Winnipeg Enterprise Development Centre is designed to provide a total resource capability for small business by providing access to a variety of technical and business consulting services.

Activities

The following itemizes and briefly describes the major types of business assistance provided through Centre:

Advance Factory Space

This program subsidizes the rent for eligible small manufacturers to lift a portion of the financial burden during the "early phases" of a business. Twenty-five firms have occupied the Advance Factory Space to the end of fiscal 1982-83; ten are current tenants with six of these being new tenants in this fiscal year.

Management Development and Training

The purpose of this activity is to increase the management skill level of entrepreneurs in small business or contemplating starting a small business, through seminars and courses which are offered at a low nominal fee. During fiscal year 1982-83, there were 34 seminars and 14 courses held in Winnipeg and many rural communities of Manitoba.

Small Business Counselling

This program provides assistance to the business sector in many areas including accounting and financing, marketing, production and general business. The consultants at the Centre have provided assistance to 540 Winnipeg clients and 400 rural clients during this fiscal year.

Small Business Information

The Small Business Information Centre provided assistance in the form of advice, counselling and information to 6,825 clients in Winnipeg and rural Manitoba during fiscal year 1982-83. This service is provided by telephone, mail and personal meetings with potential and existing business entrepreneurs. A newsletter, "Report on Small Business", which is generated from the Small Business Centre and is published and distributed on a quarterly basis, has a mailing list of 30,000.

A series of self-help booklets entitled "Small Business Management Systems" and "Entrepreneurs' Handbooks" were also developed through the S.B.C. These now total 25 in all to the end of fiscal year 1982-83, including the three new titles developed with the Entrepreneurs' Handbooks section.

Other Activities

- Feasibility Assistance to Small Manufacturers (F.A.S.M.) provided assistance on a cost-shared basis to 43 business clients, totalling \$90,237.50.
- Design Assistance for Small Projects (D.A.S.P.) provided assistance on a cost-shared basis to 77 business clients, totalling \$145,673.23.
- Physical Distribution Program (P.D.P.) held seven Inventory Management seminars/workshops with over 1,400 participants and extended counselling services to 57 clients in conjunction with Thorne, Stevenson and Kellogg.
- Master of Business Administration (M.B.A.) Student Consulting Program assisted 40 small business clients during the summer of 1982.
- Counselling Assistance to Small Enterprise (C.A.S.E.) Program assisted 56 clients in Manitoba, by cost-sharing of consulting fees.

Brandon Enterprise Development Centre

The Centre, since becoming operational in April of 1980, has operated as a "Total Resource" decentralized facility of Enterprise Manitoba providing advance factory space, business information, entrepreneurial development, counselling and community development support with specific emphasis on small business.

Activities

Approximately \$300,000 of capital was invested with 30 new jobs created as a result of the Advance Factory Space activity. Six of the seven factory space modules were occupied and sales generated by tenants were estimated at \$1.2 million for 1982-83.

Functionally, the Centre's programs are structured to provide support in the following areas:

Business Development

Approximately 39 firms received development or expansion support from the Centre with an anticipated creation of 100 jobs. Business Information was provided to a total of 471 inquiries.

Design assistance under the "Design Assistance for Small Projects Program" provided support to four companies. Firms receiving feasibility/financial data assistance under the "Financial Analysis Program" totalled 15.

Significant support in assisting W.B. Webber & Sons (printing) was instrumental in the receipt of an approved DREE grant to facilitate an expansion with an estimated capital cost of \$170,000.

Management Consulting

Extensive consulting support was provided to five major companies/employers in Western Manitoba and one firm from South Dakota considering expansion to the Brandon area.

Management Training and Development

The Centre provided resources and developmental support to: three F.B.D.B. seminars; a seminar dealing with Petroleum Technology co-ordinated with the Regional Benefits Branch; and a seminar exploring U.S. Agricultural Equipment Market Opportunities co-ordinated with the Trade Branch.

An "Informational Session" on government assistance to small business was held in Neepawa with 30 participants.

Other agencies and organizations receiving management development support included the Manitoba Beekeepers Association; the Brandon Industrial Commission; Pipestone-Albert Development Corporation; Tourism Industry Association of Manitoba (Western Region); Assiniboine Community College; and the Manitoba Chamber of Commerce.

Crisis Support

This program works with resident Advanced Factory Space clients and selected outreach clients to minimize problems by providing marketing support, updated business plans and indentifying sources of financing.

Major project support under this activity included: Galvin Manufacturing Limited; Harmak Overhead Doors Limited; B.P. Kent Flour Mills; Flying Dutchman Kitchens Limited; Paramount Western Feeds and Souris Plastics Limited.

Other Activities

Rural Outreach Program

Establishment of rural resources and information files and a call program on rural Chambers of Commerce, Community Development Corporations, municipal officials and selected plants within the Brandon region.

Audio-visual Presentation

Development of an "Awareness" vehicle for regional presentation.

Directory of Provincial and Federal Government Offices

A directory of contacts and a description of the functions of these offices located within the Brandon Enterprise Development Centre region. Business agencies and related offices were also featured.

Parkland Enterprise Development Centre

Established in 1977, the Parkland Enterprise Development Centre's objective is to provide general business information, business planning and counselling to innovators and inventors, existing and potential entrepreneurs, enterprises seeking diversification and local development groups.

These services are delivered to clients in the Parkland region through the Centre's outreach support program, to help foster increased entrepreneurial activity and create more jobs in rural communities.

The Centre also offers a physical facility to place clients in a plant environment and support them with on-site staff, a variety of technical and advisory support services and business development programs.

Activities

The Parkland Enterprise Development Centre was guided by an Advisory Board which allowed an interfacing of the private sector with clients and government staff. With the decline in demand for physical plant facilities, the Board was formally dissolved in November of 1982.

Only one client currently utilizes the Centre's physical facility and support services. Through the combined assistance of the Parkland Enterprise Development Centre, the Brandon Enterprise Development Centre and the Industrial Technology Centre, Westman

Plastics Limited was able to secure a large contract with a major Canadian Airline and now employs seven people.

Two hundred and one requests for general business information were responded to.

Business counselling support was provided to 250 clients of which approximately 80% were outside the Dauphin area.

Crisis support was provided to three clients — two being successful in re-financing thereby maintaining 23 jobs. The third client was placed in the hands of a Receiver/Manager who was able to locate an interested party and negotiate a lease with option to purchase.

Regional and Community Development

Regional Development Corporations

The purpose of the Regional Development Corporations is to assist the communities within their respective regions to identify, prioritize and facilitate or implement local economic development initiatives.

The Regional Development Corporations are "corporations without share capital" within the meaning of Part XXII of the Manitoba Corporations Act. Membership in any one corporation is voluntary and is drawn primarily but not exclusively from the municipality within a defined region. Neither the Government of Manitoba nor of Canada has a vote on any of the boards of directors but may have, at the pleasure of any board, ex-officio representation.

Activities

The Province of Manitoba, as part of the Enterprise Manitoba Agreement with the Government of Canada, provides financial and other forms of support services to the regional development corporations. Annual grants of \$60,000 were made to each corporation to assist with the operating costs. Other grants and consulting services were made available on an individual need basis.

Currently there are six active regional development corporations;

- Central Plains Inc.
- East-Man Regional Development Inc.
- Parkland Regional Development Inc.
- Interlake Development Corporation Inc.
- Norman Regional Development Inc.
- Pembina Valley Development Corporation

Community Commercial Development

This program provides assistance to rural and northern communities in improving existing commercial business operations and in planning new, modernized or expanded commercial development.

The service sector is the base of existence for most rural communities. The program is intended to assist participating communities improve and strengthen their service sectors and thereby reduce leakage of local purchasing power.

This program offers two levels of support, dependant on the size of the community:

- Commercial Information
- Commercial Development Planning

Activities

The following communities participated in the program during 1982/83:

- Altona
- Arborg
- Carman
- Flin Flon
- Killarney
- Lac du Bonnet
- Morris
- Swan River

Industrial Infrastructure

The Industrial Infrastructure program provides financial assistance to rural and northern municipalities for municipal services and related infrastructure in those instances when the lack of such capacity is a constraint to specific future development opportunities. The objective of the program is to ensure that no qualifying development opportunities are inhibited because of municipal infrastructure deficiencies.

Activities

The R.M. of Russel received \$175,300 in grants as part of a \$3.7 million agreement for the provision of works to service the new CSP Foods Limited plant at Harrowby, Manitoba.

The Town of Morden received \$234,000 in grants as part of a \$502,500 agreement for

the provision of works to service the new 3M Canada Inc. plant, and a further \$11,900 to service an expansion by Pembina Poultry Packers Limited.

Rural Small Enterprise Incentives

The Rural Small Enterprise Incentives program (RSEI) offers financial incentives through forgivable loans to encourage the development of small manufacturing and processing businesses in rural and Northern Manitoba.

The program will provide loans equal to 50% of eligible capital costs, up to a maximum of \$30,000 for new business operations. Existing businesses may apply for expansion loans equal to 30% of eligible capital costs, up to a maximum of \$18,000.

Applications must be received prior to any commitments for buildings, machinery or equipment expenditures. Once the general terms and conditions under which the loan was granted have been met, 50% of the loan will be forgiven one year after operation.

Three RSEI Advisory Boards, comprised of private sector members, make recommendations on the disposition of applications as well as operating policies and procedures. These Advisory Boards govern: (1) Central and Eastern Regions; (2) West-Man Region; and (3) Parkland and North Regions.

Activities

1982/83 saw 99 applications submitted with 54 projects approved and an estimated 153 jobs created.

A total of 518 applications have been received under this program with 282 projects being approved which will create an estimated 851 jobs. These will generate a total capital investment of some \$12 million.

Firms established and assisted are widely disbursed throughout the province. Projects to date are spread over 100 different communities.

The types of businesses and products manufactured or processed are as diversified as water bed frames, metal buildings and pizza turnovers.

Business consulting by Department staff is provided in areas of planning, assessing projects and follow-up counselling.

Manitoba Interest Rate Relief Program for Small Business

The Provincial Government introduced the Manitoba Interest Rate Relief Program to provide some measure of relief from the effects of high interest rates on Manitoba small businesses which are in danger of impending closure. Businesses eligible under the program can receive up to \$6,000 a year for a two-year period. Re-application must be made in the second year to be considered for a further 12 months of assistance.

The assistance is made up of a 50% grant and a 50% repayable loan which is interest free for a 24-month period. Assistance may be provided for up to 24 months and is calculated on the basis of actual interest paid.

Eligible firms must have gross receipts of less than \$350,000 in 1981, be a majority owned Manitoba enterprise and have been in operation as of July 1, 1981. The business must normally have more than one employee and show evidence of being in financial distress. In addition, there must be an indication that through the financial assistance and management counselling provided, the operation can become viable.

Management counselling is an integral part of the program and is provided by program staff, the Enterprise Development Centres and the Counselling Assistance to Small Enterprise program (C.A.S.E.)

Activities

The program was implemented on March 1, 1982, with a budget allocation of \$6 million. A Small Business Interest Rate Relief Board comprised of five non-governmental people approves assistance under the program and provides policy recommendations to the minister.

As of March 31, 1983, 417 firms employing 1,446 people were approved for assistance for a total commitment of \$2,237,000. During this period, 609 applications were received. Businesses assisted were from all parts of Manitoba with 65% from rural and northern Manitoba and 35% from Winnipeg. The service and retail sectors accounted for 75% of approvals; manufacturing, 22% and the balance in tourism and wholesale operations.

In-depth management counselling has been provided to 125 firms by departmental and C.A.S.E. programs.

First time applications will be accepted up until December 31, 1983, and second year applications up to June 30, 1984.

Travel Manitoba

Travel Information Services Unit

The objective of the Travel Information Services Unit is to encourage resident and visiting travellers to increase their vacation time within Manitoba through the provision of related marketing, sales, development and information dissemination programs.

Master Angler Program

Anglers making qualifying catches with a rod and line are awarded certificates and badges through the Manitoba Master Angler Award program. Fishermen qualify by catching any one of 27 different species of fish of a minimum weight anywhere in Manitoba. During 1982-83, 2,899 trophy-sized fish were registered.

Management, secretarial, personnel and financial services are provided to all sections of Travel Manitoba through the administrative component of the unit.

Visitor Information

Visitor Information provided trip planning assistance to 278,500 enquirers in 1982. Services were provided through 12 permanent and seasonal locations. A mobile caravan attended 13 summer fairs, festivals and special events throughout the province.

55,553 computerized responses — including 24,482 letters of reply — were forwarded to potential visitors making enquiries relative to travel within the province. Approximately 3,000,000 pieces of travel related literature were distributed.

Ten specialized Travel Counsellor Sales Training programs were presented to communities sponsoring visitor services throughout the province.

Recorded telephone announcements, answering services and message forwarding were introduced during the year for the Legislative Building Travel Information Centre, providing 24-hour visitor enquiry services. Approximately 12,500 calls were handled through these services.

Quality Assurance

The Quality Assurance program has been established to ensure that travellers in Manitoba may have a pre-reservation assessment of the relative quality of accommodations throughout the province.

Quality assurance activities included licencing of accommodation facilities (495 licences were issued to establishments not serving liquor); inspection to ensure compliance with regulations; classifications for star rating; and upgrading construction checks and investigation of consumer complaints. Twenty permits to establish were issued during the fiscal year 1982-83.

Tourism Marketing Unit

The purpose of the Tourism Marketing Unit is to increase the frequency and duration of in-province travel by Manitobans and to attract visitors from out-of-province markets.

Marketing Strategy

In 1982/83, Travel Manitoba undertook a planning exercise to develop a co-ordinated and focused short-term marketing strategy. This information has since been used to determine program emphasis and allocation of tourism marketing resources.

The resulting marketing plan included a detailed evaluation of economic and tourism industry trends, an objective assessment of Manitoba's strengths and weaknesses and its position in the increasingly competitive tourism marketplace, plus market priorities and target growth objectives.

Marketing strategies were identified for each of the priority market segments, with program emphasis and resources allocated according to potential and projected return to the Manitoba economy.

Overall direction was established for the shorter term planning period which is designed to generate growth in those markets closest to home. The marketing staff worked to maintain current volume of travel from other segments and continued to respond to opportunities in developing markets.

The establishment of the marketing strategy framework during this fiscal year has provided a basis for a combined updating and monitoring program that will ensure maximum return for dollars spent.

Group Travel Marketing

The objective of the group travel marketing section is to promote and sell Manitoba as a desirable tour and convention destination through travel trade and convention planner intermediaries. Group marketing programs are targeted to the meeting and convention markets and to group tour specialists.

A. Group Tour and Travel Marketing

The purpose is to increase the awareness of Manitoba as a desirable group tour destination amongst tour operators, wholesalers and travel agents in primary and developing markets.

- 1) Rendez-vous Canada held in Calgary, where Travel Manitoba and industry suppliers each conducted personal sales appointments with over 50 U.S. and overseas tour operators and wholesalers. The Calgary Rendez-vous program resulted in \$61 million sales of Canadian tour products. Manitoba sales were conservatively estimated at \$1.8 million.
- 2) Heartland Tourcan in Saskatoon which brought together 31 group tour buyers from across Canada with specific interest in Manitoba and Saskatchewan group tour products. Travel Manitoba staff co-ordinated the participation of 19 Manitoba suppliers and a reception for the Tourism ministers from the two host provinces. Preliminary sales resulting from the Heartland Tourcan program indicated an anticipated 2,000 room nights and \$150,000 in gross revenue.
- 3) Major trade shows for travel agents and operators in the Minneapolis area. These programs included the Minneapolis Tribune travel agent Show and the co-ordination of a Manitoba night at the CanTrav Canadian Products Show.
- 4) Participation by Travel Manitoba in the American Bus Association and the National Tour Brokers Association annual conventions and marketplaces. These venues provided Travel Manitoba staff and participating main suppliers with an opportunity to reach major coach tour operators from across the United States.

B. Meeting and Convention Marketing

The objectives of the meeting and convention program are to increase the number of meetings and conventions held in Manitoba; to increase delegate attendance at meetings and conventions confirmed in the province; and to increase the number of days delegates spend in the province through pre- and post-convention tours.

The meeting and convention program activities are undertaken in concert with industry partners from convention hotels,

the Brandon and Winnipeg Convention and Visitors' Bureaus, and the Winnipeg Convention Centre. Marketing activities include sales consortiums, major trade expositions, convention bid promotions and familiarization tours for meeting and convention planners.

In the calendar year 1982, Winnipeg hosted 67,918 delegates at 179 conventions. Total delegate spending was \$33,136,000.

Major meeting and convention marketplace participation in 1982 included:

- (a) The "Canada Calling" programs organized by C.G.O.T. and held in Chicago and Washington;
- (b) The annual convention and exposition of the American Society of Association Executives;
- (c) The annual convention of Meeting Planners International;
- (d) The Canadian Institute of Association Executives Annual Conference and marketplace.

Travel Manitoba also took part in the Winnipeg Convention Centre sales consortium to Ottawa and Toronto.

With the cooperation and assistance of Tourism Canada, two successful meeting and convention familiarization trips were organized in conjunction with the Winnipeg Convention Bureau, the Winnipeg Convention Centre and accommodation and attraction suppliers. Twenty-four meeting planners and Association executives from major U.S. cities visited Winnipeg and participated in product marketplaces.

Travel Manitoba was also active in the programs of the National Meetings and Incentive Travel Steering Committee which provides policy direction for federal government meeting and incentive travel initiatives in U.S. and offshore markets. As well, the branch also hosted a reception for local representatives of the academic community to seek support for International Congress bid programs.

Travel Manitoba also provided convention support for incoming conventions including direct involvement with organizers representing 41,000 delegates. Tourist literature, promotional items and personal travel counselling were provided for these groups.

Marketing Promotions

The marketing promotions section is responsible for direct marketing activities as determined by Travel Manitoba's marketing plan. Major consumer marketing activities include the following:

- i) Representation at sport and vacation shows in target markets.
- ii) Mall promotions in cooperation with industry suppliers where possible (hotels, attractions, tour operators).
- iii) Consumer travel counselling services (including direct mail).

During 1982-83, Travel Manitoba participated in nine major sport and vacation shows in Chicago, Omaha, Milwaukee, Calgary, Toronto, Kansas City, Minneapolis and Winnipeg. Attendance at these shows was more than 1.5 million people. Counselling was provided to 50,000 potential visitors and more than 90,000 pieces of literature were distributed.

Ten mall promotions were held in Portage la Prairie, Winnipeg (three shows), Grand Forks, Saskatoon, Fargo (two shows), Brandon and Minot. Direct counselling was provided to 14,000 individuals and 48,000 pieces of literature were distributed.

As a follow-up to "Take a Good Look Manitoba", Travel Manitoba in conjunction with the Department of Cultural Affairs and Historical Resources, presented "Manitoba Multicultural Mosaic". Over 20 communities hosted ethnic entertainment at local fairs and festivals. In addition, various organizers of fairs and festivals were provided with posters, placemats, summer coming events brochures and colouring posters for children. Approximately 150 communities ordered promotional material and 350,000 individual pieces of literature were distributed.

Two slide shows were produced internally on Manitoba and on Winnipeg. These were shown in over 80 locations in Manitoba, 30 in the United States, and were translated into Chinese for presentation in Hong Kong. A total of 6,000 people viewed these presentations.

Several promotional co-operative ventures were undertaken with various partners. A contest sponsored by KFGO Radio of Fargo, Northrup King Seeds of Moorhead, a Manitoba fishing lodge and Travel Manitoba generated \$20,000 in free advertising and exposure to 35,000 potential visitors. Another contest sponsored in co-operation with Sports-mart (Chicago), Air Canada, Travel Manitoba

and a Manitoba fishing lodge resulted in the distribution of 10,000 brochures promoting the fishing lodge and Manitoba in the Chicago area.

In co-operation with Tourism Canada, 11,700 requests for travel information were generated through the placement of ads in major U.S. publications.

Advertising

The objective of the advertising program is to increase awareness and create a favourable image of Manitoba while generating travel to and within the province by stimulating tourist enquiries and providing product specific information.

The award winning 1982 advertising campaign continued to utilize the "Good to See You" theme as introduced in 1980. However, a transitional statement "Friendly Manitoba ... and Friendly is Just the Beginning" was initiated in order to effect a movement away from the confining image of being only a friendly destination. While "Friendly Manitoba" had achieved a high degree of consumer awareness, research indicated it was not considered a motivational influence nor reflective of our image of variety and diversity. Television commercial production was undertaken in 1982 to provide necessary new image material for use in 1983.

Travel Manitoba's 1982 advertising campaign maintained a strong product specific approach in primary access travel areas in Canada and the U.S. A newspaper insert listing summer festivals and events taking place in Manitoba was again distributed in Manitoba and select North Dakota and Saskatchewan communities. Distant markets such as Minnesota, Alberta and Northwest Ontario received a variation of the newspaper insert, oriented toward awareness and lure rather than event-specific information. Radio, television and spot colour newspaper advertising continued to be utilized to promote a call collect telephone response number. The first flight of television commercials acted as a pre-sell to the availability and distribution of the newspaper insert. The fall/winter in-province advertising campaign utilized television commercials and a similar newspaper insert listing winter events and activities.

The use of a winter activity kit was also promoted and a fall radio campaign was initiated in select North Dakota and Northwest Ontario markets.

Specialty advertising continued, with the placement of print ads in trade magazines oriented to fishing markets, travel agents and convention planners.

Creative Services Unit

The creative services section continued to provide a comprehensive "in-house" writing, design, graphic, photographic and audio-visual capability to produce sales tools and information literature.

A. Guide Books

Creative Services continued to publish a series of guide books which included the Manitoba Vacation Guide, the Manitoba Fishing Guide and Manitoba Winter Outdoors. The slogans "Friendly Manitoba" and "Friendly is Just the Beginning" were introduced on the cover of these and many of the other publications produced by Travel Manitoba.

B. Brochures

During the 1982-83, two Coming Events brochures for summer/fall 1982 and winter/spring 1982-83 were published, as well as a list of Master Anglers for 1982. A bilingual "Welcome to Manitoba" brochure was reprinted. A colourful winter events folder promoting urban and rural activities, Manitoba Winter Outdoors booklet was also produced.

C. Maps

The Manitoba Harbours Map — a federal/provincial co-operative effort — was produced and the North of 53 map was reprinted.

D. Industry Assistance

The private sector's demand for assistance with the development of product literature continued to increase during 1982-83, particularly with the establishment of the Manitoba Festivals Association.

E. Feature Articles

Feature articles were prepared and distributed to a mailing list of approximately 1,700. The list included print and electronic media outlets in Canada, the U.S.A. and abroad. Creative Services responded to numerous requests that could not be handled through normal travel counselling channels including the preparation of illustrated articles requiring extensive research. A number of major travel writers and media were hosted during the year. Stories and photo features published as a result of this program are monitored through subscriptions to the Canadian Press clipping service in Canada and Bacon's clipping service in the United States. Value of the above material,

expressed in advertising space, was \$900,000.

F. Photo Library

The collection in the photo library increased with the addition of more 35 mm slides and black-and-white prints showing all aspects of life in the province. Emphasis was placed upon events and provincial attractions for advertising and promotion. Colour separations were available for re-use by the branch and other government agencies and private publishers.

G. Films

Film depicting recreational activities, festivals, scenes and attractions in Manitoba was shot during 1982-83. This material was used to produce six vignettes which continue to be aired extensively on television as public service announcements. They are seen in Manitoba, Northwest Ontario, Saskatchewan, North Dakota, Minnesota and Eastern Canada. This footage was also used to augment both the summer and winter television ad campaigns.

H. Other Promotional Efforts

In addition, Creative Services staff assisted in the production of pamphlets and books, wrote numerous speeches and formal letters, assisted in the production of slide shows and films and designed charts, displays and exhibits. These services were provided in support of Travel Manitoba programming and private tourism-related organizations such as festival committees and accommodation operators.

Tourism Development Unit

The responsibilities of this section are to stimulate and facilitate the development of the tourism industry in Manitoba through the provision of tourism planning services, human resource development, advisory/counselling services, administration and management of the Tourism Development Sub-Agreement, industry relations and administration of Travel Manitoba grant assistance programs in support of the tourism industry in Manitoba.

Planning and Research

The tourism planning and research function is organized to assist and encourage the orderly development of tourism facilities, services, attractions and provincial programs through the provision of tourism planning services and tourism research coordination.

During 1982-83, the planning group provided policy analysis and research assistance in the preparation of guidelines and operating procedures for implementing the three capital development programs under the Canada/Manitoba Subsidiary Agreement for tourism development. These programs were subsequently initiated during the summer of 1982.

The planning section coordinated the completion of the first formal Travel Manitoba tourism marketing and development strategy which guided activities in these programs areas during 1982-83, and began work on the 1983-84 plan. The planning section continued to serve as the Travel Manitoba focal point for preparation of estimates and for preparation of materials for the Federal-Provincial Ministerial Conference.

During the year, emphasis was placed on greater coordination of provincial parks and tourism programming, and a working group was formed to prepare a parks/tourism strategy.

The planning function coordinated the tourism research program which included pre- and post-testing of the tourism advertising campaign; market studies in Minnesota and North Dakota; evaluative studies related to attendance at travel and sport shows; analysis of the Canada Travel Survey; and monitoring studies designed to measure market performance and industry sector performance.

Planning staff managed the Industry Studies and Planning Program under the Federal-Provincial Tourism Development Agreement. Under this program, nine studies were initiated during 1982-83 as outlined in the report on Destination Manitoba.

Advisory and Counselling

Branch development consultants provided advice to approximately 500 prospective developers of tourist accommodation facilities and to operators of existing facilities. Information is provided through personal consultations, industry meetings and branch publications. Counselling services pertain to feasibility assessment, planning, financing, marketing, operations, regulatory matters and in the preparation of applications for assistance under Destination Manitoba and other funding assistance programs.

Direct capital investment in newly licenced tourism facilities totalled \$3.2 million involving 31 projects (5 resorts, 6 campgrounds, 8 outcamps and 12 outfitters).

Extension services continued to provide assistance to tourism entrepreneurs within the

province. This included site evaluation and planning, examination of the feasibility of operation, financial and market projections and identification of potential funding.

Staff members also took part in a series of guide training programs organized by the Department of Natural Resources. The program is intended to improve the standards of guide services in the province.

The Licensing Advisory Committee (L.A.C.) advised the minister on matters respecting the issuance or suspension of licences to operate transient accommodation facilities. Development consultants provided administrative and analytical services to the L.A.C. and co-ordinated inter-departmental activities respecting the operation of the committee.

Human Resource Development

The human resource development function is organized to coordinate training for the hospitality industry in Manitoba. The unit operates a hospitality resource centre which contains resource materials (audio-visual, films, publications, technical manuals and film equipment) for use by hospitality industry operators and personnel.

Hospitality training programs developed include: an effective customer service program; a skills training program in cooperation with the Manitoba Hotel Association for all employees in Manitoba's hospitality industry; a Manitoba based sanitation program in conjunction with the Manitoba Restaurant and Food Services Association; a career awareness program in conjunction with the Manitoba Careers Symposium; assistance in delivery of these programs at various locations in Manitoba.

Human resource development consulting services were provided to several tourism operators. Assistance was provided to industry organizations through training program development, organizational matters and the initiation of a human resource needs study of Manitoba's hospitality industry. The findings of this study, which will be completed in 1984, will provide a blueprint for further program development to meet future human resource requirements of the industry.

Destination Manitoba (Tourism Development Subsidiary Agreement)

The Tourism Development Subsidiary Agreement is a Canada-Manitoba cost-shared agreement (60-40) involving \$20 million over a five-year period ending March 31, 1984. The

overall objective of the agreement is to strengthen the destination areas in the province and to improve the productivity of the tourism industry through joint industry and government action.

Delivery of Destination Manitoba is the responsibility of Travel Manitoba. The Agreement Management Committee is responsible for the overall management and general administration of the agreement. This committee and Travel Manitoba have ensured the input of the tourism industry in the operation of Destination Manitoba programs through the appointment of a Tourism Agreement Advisory Board and Program Review Committees.

The Tourism Agreement Advisory Board provides co-ordinated industry input, advice and counsel to the Agreement Management Committee on all aspects of the agreement.

At the outset, it was jointly determined by industry and government that implementation of capital assistance programs under Destination Manitoba should be deferred pending the undertaking and completion of a major tourism planning study. In August, 1979, the first programs to become operational under the agreement were publicly announced. In July, 1982, the capital incentives programs under the agreement were publicly announced. Program 3, Rural Destination Areas, and Program 6, Rural Tourism Industry Incentives, became operational immediately. Program 2, Winnipeg Destination Area, was held in abeyance pending resolution of other multi-level government initiatives in the Winnipeg area.

Program 1 — Tourism Industry Studies and Planning

Tourism Industry Studies and Planning was designed to undertake analysis of various aspects of Manitoba's tourism industry in support of the Agreement's objectives. During 1982-83, support for the following studies was initiated:

- Preparation of a development plan for the Manitoba Agricultural Museum at Austin, Manitoba.
- Feasibility and design study of a Ukrainian Folk Arts Centre and Museum at Dauphin, Manitoba.
- Feasibility study of an accommodation/conference facility at Steinbach, Manitoba.
- A hospitality manpower needs study.
- A study of the commercial sports angling industry in Manitoba.

- Preparation of a tourism development concept for the Selkirk Area Planning District.
- Preparation of a tourism development concept for the Cranberry Portage region.
- Feasibility study of the enhancement of the Winnipeg Convention Centre.
- Feasibility study of a Winnipeg Children's Museum.

Program 2 — Winnipeg Destination Area

This program has been designed to assist the public sector in the development of Winnipeg as a tourist destination through the provision of capital funds for expanding, developing and upgrading Winnipeg tourist attractions that would serve as a catalyst to private sector initiatives.

The program was publicly announced in July of 1982, but implementation was delayed pending the finalization of program strategy and direction, with reference to other multi-level government initiatives in the Winnipeg area. A strategy to utilize the funds for the development of a major new tourism attraction and a number of smaller attractions was accepted and assessed within this context.

Program 3 — Rural Destination Areas

This program is designed to assist the Governments of Canada and Manitoba, municipal levels of government and non-profit organizations with the development of tourism destination areas and attractions in rural Manitoba.

Assistance under this program is provided toward the capital costs of upgrading, expanding, restoring and/or developing tourist attractions and facilities.

The program was publicly announced in July, 1982. The Program Review Committee was established near the end of the fiscal year with the first application approvals and joint federal-provincial public announcements in place.

Program 4 — Tourism Attractions Program

This program has been established to assist tourism organizations in establishing, developing and expanding the marketing of new and existing attractions and events in Manitoba, and to assist local and regional areas in

becoming popular destinations or target stop-overs for tourists.

The two primary components of this program are: (i) an attractions and events marketing segment designed to assist tourism organizations in the development and expansion of their marketing efforts, and (ii) a tour development initiative program which provides assistance to tour operators in the initial development and marketing of new package tours designed to encourage tourism to and within the province.

In 1982-83 the Tourism Attractions Program provided assistance to 46 attractions and events in communities throughout the province. Direct developmental and financial assistance was also provided to seven tour companies which have developed new Manitoba tour packages.

In addition, general advisory and counselling services have been provided to various members of the Manitoba Organization of Festivals and Events.

Program 5 — Tourism Industry Organization

This program provides grant assistance to facilitate the establishment and strengthening of the organizational and institutional structures in the tourism industry and to carry out measures to improve the productivity of the tourism industry in Manitoba. Assistance was provided to the Tourism Industry Association of Manitoba and its eight regions to enrich their promotions programming.

Funds were also provided in support of the Brandon Convention and Visitors' Bureau, the Manitoba Restaurant and Foodservice Association and the Manitoba Hotel Association. The Manitoba Lodges and Outfitters Association and the Manitoba Organization of Festivals and Events received funding assistance for the establishment and strengthening of their organizations.

Program 6 — Rural Tourism Industry Incentives

This program is designed to assist individuals, corporations and groups to improve the quality and increase the diversity of tourism accommodation, related services and attractions in rural Manitoba. The assistance is being provided to improve the income of tourist operators, create additional employment opportunities, stimulate related economic activities and improve tourism opportunities for Manitobans.

The start-up of this program was publicly announced in July, 1982, and over 140 requests for assistance were received during the year. The Program Review Committee was established late in the fiscal year and there were six applications for assistance approved by March, 1983, totalling \$134,320. Private sector investment totalled \$335,800.

Strategic Planning and Economic Development

Strategic Planning

The purpose of this function is to support strategic planning activities in the Department, to undertake program evaluations and to assess and develop selected policy and program initiatives.

Activities

A. *Economic and Strategic Planning*

- Developed material on provincial economic conditions, economic challenges and political initiatives for Manitoba.
- Drafted a statement on the major elements of a provincial economic development strategy — consistent with proceedings of the Economic Summit Conference in November, 1982.
- Investigated strategic planning initiatives in other jurisdictions and drafted guidelines concerning the introduction of a strategic planning system.
- Supported the Economic Resource and Investment Committee of Cabinet (E.R.I.C) on a wide variety of concerns.
- Co-ordinated and developed departmental material for the Economic Summit and subsequent progress reports.

B. *Analyzed and commented on a variety of reports and proposals*

- Technology and its role in long-term development.
- Methanol in gasoline.
- Government assistance to professional groups.
- Assistance policy for local air service carriers.
- Port of Churchill.
- Fibre optics.
- Small business and innovation.
- Gold mining.
- Transportation costs.

C. *Program Evaluations and Project Reviews*

- Advised on program evaluations for the Technology Centres in Winnipeg and Por-

tage la Prairie and the Industrial Infrastructure Program.

- Proposed terms of reference for a study on regional development instruments and developed an evaluation plan for the Crown Corporations Export Review Study and assessed proposals for various sectoral studies.
- Followed up on the "North Feeding the North" Conference with regard to food production possibilities.
- Reviewed the department to identify changes in response to new policy directions, economic circumstances and budgetary restraint.

D. *Analytical Investigations*

- Reported on insolvency and bankruptcy conditions.
- Estimates concerning the public cost of out-migration.
- Inquiries into shifts in the competitive terms of trade for resource based products.
- Analysis of capital stocks by sector and their relation to sector employment.
- Analysis of shifts in the relative importance of labour and capital.
- Labour market projections.

E. *Supported Capital Market Initiatives*

- Suggested criteria for evaluating capital proposals and prepared notes concerning capital markets.
- Prepared submission to Cabinet concerning Venture Capital Program proposals.
- Comparative study on the effects of different forms of financial assistance to new business undertakings

F. *Other Initiatives*

- Developed "Getting Ready for the Future" program.
- Compiled a draft list of 400 potential development opportunities.
- Prepared a draft submission to E.R.I.C. with regard to increasing the number and quality of development opportunities.
- Drafted suggested terms of reference for an economic development branch.
 1. Attended and provided commentary on various conferences.

2. Participated on Provincial and Federal Government committees.
3. Prepared and coordinated the assembly of departmental material for federal/provincial meetings.

Industrial Development Agreements

This function is responsible for the administration of the Enterprise Manitoba program in accordance with the terms of the Canada-Manitoba Industrial Development Subsidiary Agreement and decisions of the Agreement Management Committee. This function is also responsible for two Enterprise Manitoba projects: Industrial/Commercial Promotion and Coordination and Assessment. A full report on these and other projects are documented in Enterprise Manitoba's annual report for 1982-83.

Human Resource Management Branch

The purpose of the Human Resource Management Branch is to assist the private sector to improve their productivity and growth through the most effective development and utilization of their human resources.

Activities

Companies experiencing skill shortage problems and in need of employment support programs consulted the branch throughout the year. 125 companies were assisted through such programs as M.E.A.P. and N.E.E.D. Extensive human resource planning requirements and training and personnel procedures were provided to an additional 15 companies.

Industrial training proposals were monitored for compliance with provincial priorities. Training contracts with employers showed that 1,699 persons were put on training programs. A further 350 trainees were sponsored by federal Critical Trades Skills Training program. As well, the branch developed a provincial industrial training strategy for the Adult Occupational Training Agreement.

Human Resource Management personnel provided consulting assistance to the department's Business Alert program to help laid-off workers find employment.

Other Activities

- Development of an audio-visual presentation and financial assistance to the Manitoba School Careers Symposium.
- Program development assistance for the Manitoba Society for Training and Development.
- Extensive support to special needs projects (Youth Business Learning and Development, Manitoba Council for Rehabilitation Workshops and work activity projects in Winnipeg and Brandon.)
- Support to new technology training programs in cooperation with the Industrial Technology Centre.

Technology

The primary function of the Technology Branch is to serve as the Directorate to the Manitoba Research Council. In addition, staff advise the Minister on matters related to technology and serve as a liaison between the department and technology related organizations outside the province.

Activities

- Provided extensive management, administrative, organizational, planning, clerical, secretarial and other support related to the operation and functions of the Manitoba Research Council.
- Cooperated in technological activities with the National Research Council, Science Council of Canada, Standards Council of Canada, Canadian Manufacturers' Association, Ministry of State for Science and Technology, Canadian General Standards Board and the Provincial Research Councils across Canada.
- Provided and accessed information on technological matters and issues for the Minister, senior department staff, other branches and the public as requested. These activities covered a wide variety of subjects related to new products, inventions, services and technologies, employment opportunities, investment, grants, publications, government technological initiatives, technological training, technological development strategy, etc.
- Administered provincial grants in support of Science Fairs in Manitoba. The objectives of this support are to encourage and provide an opportunity for Manitoba

students to increase their understanding, appreciation and interest in science and technology.

- Provided a variety of assistance to several technology related conferences and events held in the province.
- Provided assistance and undertook required analyses for the development of long-term operating plans for the technology centres established under Enterprise Manitoba. Participated in negotiations on Enterprise Manitoba extensions.
- Monitored the state of technological activity in the province and undertook and promoted activities specifically directed at increasing the benefits to Manitoba from federal science procurement and federal science expenditures. Branch staff continued to promote the concept of a major National Research Council Institute located in Manitoba to conduct applied research and development in manufacturing science and production technology on a national scale.

Associated Agencies



Manitoba Bureau of Statistics

The Manitoba Bureau of Statistics is a government department responsible for collecting, analyzing, and publishing statistical data for the province of Manitoba. It provides a wide range of information on various aspects of the province's economy, society, and environment.

Statistics Canada

Statistics Canada is the national statistical agency of Canada, responsible for providing reliable and timely statistical information to the public. It collects data on a wide range of topics, including population, employment, and economic activity.

Health Canada

Health Canada is a government department responsible for promoting and protecting the health of Canadians. It provides information on various health issues, including disease prevention, health care, and public health.

Environment Canada

Environment Canada is a government department responsible for protecting the environment and promoting sustainable development. It provides information on various environmental issues, including air quality, water resources, and climate change.

Industry Canada

Industry Canada is a government department responsible for promoting and supporting the Canadian economy. It provides information on various industry sectors, including manufacturing, services, and trade.

Transport Canada

Transport Canada is a government department responsible for promoting and supporting the Canadian transportation system. It provides information on various transportation issues, including air travel, road safety, and public transit.

Human Resources Development Canada

Human Resources Development Canada is a government department responsible for promoting and supporting the Canadian workforce. It provides information on various human resources issues, including employment, training, and social services.

Canadian Heritage

Canadian Heritage is a government department responsible for promoting and supporting Canadian culture and heritage. It provides information on various cultural issues, including arts, media, and language.

International Trade Development Canada

International Trade Development Canada is a government department responsible for promoting and supporting Canadian trade and investment. It provides information on various trade issues, including trade agreements, trade statistics, and trade promotion.

Manitoba Bureau of Statistics

The Manitoba Bureau of Statistics, the provincial central statistical agency, operates under the terms of the Manitoba Statistics Act. This legislative mandate empowers the Bureau to plan, promote, develop and disseminate integrated social and economic statistics relating to the Province, on behalf of the departments and agencies of government, in order to avoid duplication of effort.

Under Federal/Provincial agreement, the Bureau also serves as the focal point for interface between the Province and Statistics Canada.

The legislative mandate is met through the following 4 major activities, in response to the requests of departments:

Information Requests and Representation

- to respond to provincial departments, business and general public requests for statistical information, and to liaise with Statistics Canada, other provincial statistical bureaus and provincial user departments.

Provision of Common Statistical Data

- to provide statistical data common to all departments of government.

Data Development and Consultation

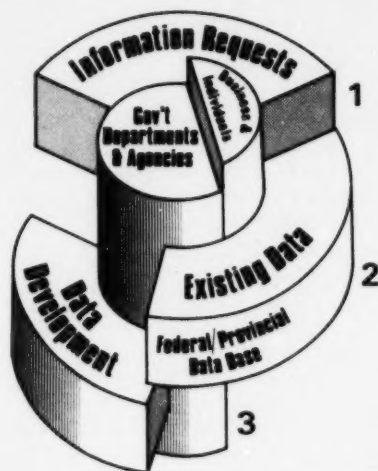
- to consult, develop data, ensure data processing and adequacy of surveys on behalf of government departments.

Administration

- to administer the Bureau of Statistics.

The activities of the Bureau are interdependent in nature, with the end result being the provision of common statistical data to government departments and agencies. Requests for information are usually met from existing data sources. However, if existing data are not sufficient, the Bureau can, under its act and through liaison, negotiate procedural changes or acquire base data from Statistics Canada. In the event no sources are available, the Bureau will undertake a custom survey or other data development activities at cost to the user. This will in turn expand the existing data sources of government.

The work flow can be represented by the following diagram. Requests for information (1) are met by accessing Bureau existing data; (2) If data is not available, the Bureau will initiate surveys or other data development activities at the request of departments; (3) This data is then integrated into the existing data banks.



Activities

Information Requests and Representation:

- Responded to 1,901 requests for statistical data of which 73% were from government departments and 27% from businesses and the general public. The requested statistical data was derived from a variety of published sources or from various computer based information retrieval systems.
- Manitoba Bureau of Statistics represents Manitoba on the Federal/Provincial Consultative Council on Statistical Policy, as well as six federal/provincial statistical committees. The Bureau also coordinates provincial departments participation in the eight specialized federal/provincial statistical subject matter committees.
- At the provincial level, Manitoba Bureau of Statistics liaised with other Manitoba Government departments by chairing the Data Users Planning Committee, representing 28 research areas. Through Committee Meetings and the MBS Stats Bulletin releases, departments are kept informed on recent statistical developments and issues, along the various project related activities.

Provision of Common Statistical Data:

- Disseminated various statistical reports/publications including 224 subscriptions of the Manitoba Statistical Review — published quarterly with 169 paid subscribers; 392 copies of various 1981 Census Bulletins; 11 copies of Historical Investment reports and 75 copies of the Inventory of Administrative Records and Statistical Files in the Manitoba Government.
- Provided 403 Key Economic Indicator data reports on the day of release by Statistics Canada. These reports present a tabular presentation of the current economic situation in Manitoba and other provinces.

Data Development and Consultation:

- Undertook 26 surveys and data development activities for specific departments and for general usage within research areas which included:
 - Manitoba Sourcing Directory: computerized inventory identifying the supply capabilities of Manitoba manufacturers and industrial service firms.
 - Manitoba Economic Accounts: comprehensive presentation of Manitoba's economic performance including Consolidated Income and Expenditure/Gross Domestic Product by Industry Accounts from 1961 to 1982.
 - Small Area Data Development: development of sub-provincial or small area level datasets from existing statistical and administrative computerized data systems. Statistical profiles for specific geographic areas are to be developed to provide an overview of the socio-economic structure of the area.
 - Other surveys included the Churchill Visitor Survey, Civil Service Commission Communication Survey and the Folkorama Survey.
- Statistical and Data Processing consulting activities have continued with MBS assisting departments with their statistical activities (68 occasions) providing consultation in the form of advising on survey design and the application of survey methodology and techniques. In the area of data processing, the consulting included advising on data capture and storage,

software package usage, system design, hardware requirements and survey data processing.

- Under the Survey Review Program, 41 proposed new government surveys were reviewed. In addition, 42 copies of the report "Survey Activity in the Manitoba Government 1981-82" were disseminated.

For the period April, 1982 - March, 1983, a total of 24,611 person hours were incurred by Bureau staff. Of these, 51.2% related to Data Development and Consultation; 12.3% to Information Requests and Representation; 6.5% to Provision of Common Statistical Data; and 30% related to Non-Project Time (administration, vacation and sick leave). A total of 12 projects accounted for 60% of the work hours incurred.

The 4 major users of the various Bureau products and services continue to be the Departments of Economic Development and Tourism, Executive Council, Finance, the Manitoba business community and the general public.

Honourable Eugene Kostyra
Minister of Industry, Trade
and Technology
Room 358 Legislative Building,
Winnipeg, Manitoba
R3C 0V8

Dear Mr. Kostyra:

It is my pleasure to submit the Annual Report of the Manitoba Trading Corporation for the fiscal year ended March 31, 1983 as required by Section 15 of the Manitoba Trading Corporation Act.

Respectfully submitted,

E.J. Robertson
Chairman

The Manitoba Trading Corporation

The Manitoba Trading Corporation was established in 1974 by Legislation as a successor to the Manitoba Export Corporation. The Corporation was provided with a \$500,000 working capital to enable it to carry out export business transactions and finance exports on a short-term basis. The Corporation is administered by the Trade Branch of the Department of Economic Development and Tourism and reports to a Board of Directors.

Activities

The Corporation has not carried out any export transactions given the continuation of previous policy not to become directly involved with buying and selling of goods. The Trade Branch replaces that function by actively encouraging and assisting companies to transact export business directly on their own.

The Corporation provided a trust accounting function to the "Institutional Market Program", a program jointly sponsored and financed by all provincial governments and the federal government. \$300,000 were cleared through the trust account. The program culminated with a "reverse trade show" in the Winnipeg Convention Centre, October 12 and 13, 1982, where imported products were displayed to encourage domestic production and supply. 261 manufacturers and 137 purchasing agents from all of Canada attended. A product catalogue to identify Canadian made products to the institutional purchasing community was published and widely distributed. The Trade Branch of the Department of Economic Development and Tourism provided a lead role in organizing the program and further details can be found in the Trade Branch Annual Report.

The Board of Directors held four meetings.

**THE MANITOBA TRADING CORPORATION
REPORT OF THE PROVINCIAL AUDITOR'S OFFICE**

We have examined the financial statements, being Exhibits A and B, of The Manitoba Trading Corporation for the fiscal year ended March 31, 1983. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements, together with the notes thereto, present fairly the financial position of The Manitoba Trading Corporation as at March 31, 1983 and the results of its operations for the year then ended. The financial statements were prepared on an accounting basis consistent with that of the preceding year.

W.K. Ziprick, C.A.
Provincial Auditor.

December 30, 1983.
Winnipeg, Manitoba.

Exhibit A

THE MANITOBA TRADING CORPORATION

Balance Sheet
as at March 31, 1983
(with 1982 figures for comparison)

	1983	1982
ASSETS		
Current Assets:		
Cash on deposit with Minister of Finance	\$519,256.16	\$502,555.68
Accounts receivable:		
Institutional Market Program (Note 2)	30,570.84	—
Trade	1,252.16	3,755.10
	31,823.00	3,755.10
Less, allowance for doubtful accounts	—	2,170.76
	31,823.00	1,584.34
	<u>\$551,079.16</u>	<u>\$504,140.02</u>
LIABILITIES		
Current Liabilities:		
Accounts payable:		
Institutional Market Program (Note 2)	\$ 48,216.22	\$ —
Trade	—	955.27
Advances from the Government of the Province of Manitoba for working capital	500,000.00	500,000.00
Surplus:		
Balance at beginning of year	3,184.75	31,265.75
Expenditure over Revenue, Exhibit B	321.81	28,081.00
	2,862.94	3,184.75
	<u>\$551,079.16</u>	<u>\$504,140.02</u>

Exhibit B

THE MANITOBA TRADING CORPORATION

Statement of Revenue and Expenditure
for the year ended March 31, 1983
(with 1982 figures for comparison)

	1983	1982
REVENUE		
Interest:		
Overdue account receivable	\$ 129.83	\$ 125.44
Bridge financing — Export Finance Assistance Program	—	3,640.00
	<u>129.83</u>	<u>3,765.44</u>
Expenditure recoveries relating to the Manitoba Trade and Tourism Office — Mexico	431.56	—
Sundry	16.80	2,153.24
Proceeds from sale of office furnishings and equipment relating to the Manitoba Trade and Tourism Office	—	5,500.00
	<u>578.19</u>	<u>11,418.68</u>
EXPENDITURE		
Audit fee	900.00	1,795.00
Bad debt expenses	—	1,270.48
Bank charges	—	183.23
Foreign exchange	—	20.06
Freight and handling	—	336.38
Insurance	—	250.00
Legal fees	—	42.57
Sample expenses	—	10.00
Manitoba Trade and Tourism Office expenses:		
Salaries	—	20,277.74
Travel	—	8,006.30
Telephone	—	4,047.29
Rent	—	2,330.28
Other operating expenses	—	930.35
	<u>900.00</u>	<u>39,499.68</u>
Expenditure over Revenue, Exhibit A	<u>\$ 321.81</u>	<u>\$28,081.00</u>

THE MANITOBA TRADING CORPORATION

Notes to Financial Statements
as at March 31, 1983

1. All costs, except for audit fees, related to the general operation of the Corporation, including salaries and other administrative expenses, were paid out of an appropriation of the Department of Economic Development and Tourism.
2. During the year an Institutional Marketing Program was jointly undertaken by the Federal and Provincial Governments. The program was administered by a Committee consisting of representatives of each of the participating governments. The Manitoba Trading Corporation carried out the receipts and disbursements function on behalf of the Committee.

October 31, 1983

Honourable Eugene Kostyra,
Minister of Industry, Trade
and Technology
Room 358, Legislative Building
WINNIPEG, Manitoba
R3C 0V8

Dear Mr. Kostyra:

I am pleased to submit the Annual Report of the Manitoba Research Council for the fiscal year ending March 31, 1983, as required under Section 13 of the Research Council Act.

The Manitoba Research Council's Technology Centres continue to make a significant impact on the industrial infrastructure of Manitoba. The success of the technology transfer to industry is evidenced by the growing number of clients that are served by our Centres.

February, 1983 marked a complete change in Council membership. I wish to commend Mr. D. Tait and the other former Council members on their service to the Province.

The assistance and encouragement given to Council by the Province and particularly by the Department of Economic Development and Tourism is appreciated.

Respectfully submitted,

Marion Vaisey-Genser
Chairperson.

Manitoba Research Council

The Manitoba Research Council's mission is to strengthen the effective use of science and technology appropriate for the economic and social development of the province through the provision of informed counsel to the minister of Economic Development and Tourism, and through the undertaking of specific scientific and technological tasks.

The scope of responsibility of the Manitoba Research Council has broadened considerably. Prior to this, Council has primarily been concerned with the operation of the two technology centres — the Industrial Technology Centre and the Canadian Food Products Development Centre. The new mandate allows the MRC to more aggressively plan a technology strategy for Manitoba, to identify and encourage technology adaptation in strategic sectors of the Manitoba economy.

Activities

The fiscal year 1982-83 marked the establishment of the Manitoba Research Council Directorate. The Directorate has recently assembled a strategic technology analysis team which focuses on the development of a technology strategy to maximize economic development opportunities. Major activities included:

- Manitoba Research Council activities to promote the establishment of a National Research Council facility in Winnipeg came to fruition with the announcement of the \$41 million Institute for Manufacturing Technology. MRC is continuing to investigate ways in which the presence of this facility can effectively be applied to the development of the province.
- Provided information, analysis results and recommendations to the minister on selected technologies of strategic importance to the province. The MRC Directorate staff handled several technical inquiries on behalf of the minister's office.
- Undertook promotional activities to publicize the services of the technology centres and create public awareness of the importance of technology.
- Continued membership and active participation in the Association of Provincial Research Organizations (PRO) with attendant benefits being brought to the province.
- Continued operations of a Metric Information Centre to provide services pursuant to the legal agreement reached between the province and the Metric Commission of Canada.

- Developed, supported or led specific Manitoba technological initiatives in several areas including biotechnology; computer-aided engineering; biomedical research and micro-electronics applications.

While expanding the boundaries of its activities, the Manitoba Research Council continues its technology transfer to Manitoba industry through its technology centres. The end of March, 1983, marked the last formal year of Enterprise Manitoba — the Canada-Manitoba cost-shared industrial development subsidiary agreement which has funded the centres for the last five years. Extension of the terms of this agreement have been secured to September, 1984. Both technology centres have grown during the fiscal year, assisting a record number of industrial clients and performing an increased level of fee-for-service contract work.

Industrial Technology Centre

The objectives of the Industrial Technology Centre are to provide scientific and technical services to Manitoba industry, to stimulate the application of new technology to Manitoba industry, to translate evolving technology into new manufacturing opportunities and to enhance the appeal of Manitoba as an industrial location.

The centre supplies technical information and conducts fee-for-service projects, primarily for local industry clients in the following areas:

- Biotechnology
- Chemical Engineering
- Computer-Aided Engineering
- Electrical and Electronic Engineering
- Manufacturing Engineering
- Mechanical Engineering
- Metallurgy/Material Science

Projects for industry clients include component and machine design and development, prototype fabrication, process development, failure analysis, mechanical testing, system design, plant layout and computer applications to design and manufacturing. Projects for government clients include long-term studies areas having implications on the economic and industrial development of the province. Examples are research and development in alternate fuel production and studies on alternate utilization of local natural resources.

Activities

The Industrial Technology Centre opened in March, 1980. This report covers the third full year of operation.

At year end, the total staff complement at the Centre was 50. The Centre received assistance on program development from an advisory board with representatives from industry, university, the federal and provincial governments. The advisory board met three times during the year. In addition, specific advisory sub-committees met four times.

A plan for initiation of a computer-aided engineering facility was developed and approved. By year-end, \$900,000 of CAE and CAD/CAM equipment and software had been received and installation was in progress. An additional \$650,000 of equipment is planned to be acquired during 1983-84 to complete the facility. Through a cooperative arrangement with the Winnipeg Enterprise Development Centre, leased space was acquired to house the facility.

The contract with National Research Council of Canada was expanded to include funding for two additional IRAP-C field service employees. A manufacturing engineer and an industrial engineer were hired to fill these positions.

A computerized business management and time recording system was developed and installed. This permitted more effective cost accounting and productivity data to be developed, resulting in establishment of new fee rates and new productivity goals.

A five-year operating plan spanning the termination of Enterprise Manitoba was completed.

Fee-For-Service Program

During the year, 336 fee-for-service projects were completed for gross sales of \$598,000. This represents a 114% increase in numbers of projects and a 77% increase in sales over the last fiscal year.

Industry clients on 36 of these projects received financial support through the National Research Council IRAP-L program. At year-end, 56 projects were in progress under signed contracts for a value of \$598,600, representing a 260% increase in value of work in place when compared to the same period last year. At year-end, an additional 71 projects were under negotiation for a probable value of \$1.7 million in the upcoming fiscal year.

TABLE 1: 1982/83 GROSS SALES
BY DIVISION

	No. of Projects	Gross Sales (\$000's)
Administration	6	46.2
Biotechnology	6	21.0
Chemical Engineering	50	221.4
Computer Aided Engineering	6	11.2
Electrical/Electronics Engineering	14	91.2
Library	1	5.0
Manufacturing	3	8.8
Mechanical Engineering	131	110.5
Metallurgy/Materials Science	119	82.8
TOTAL:	336	598.0

Metric Information Service

Under contract with the federal Department of Consumer and Corporate Affairs, information and assistance on metric conversion was supplied in response to 1,104 inquiries from industry clients and the general public. In addition, staff participated in ten informational shows or demonstrations.

Client Seminars

Staff presented five client seminars during the year with a total attendance of about 285. Seminar topics included robotics for welding, computers in industry, shop floor management, computer graphics and computer animation. All seminars were conducted in conjunction with industry, trade or professional associations.

Manitoba Research Council — National Research Council Joint Programs

The Manitoba Research Council and the National Research Council have developed close cooperative working arrangements for the delivery of the NRC Industrial Research Assistance Program (IRAP) in Manitoba.

Under the IRAP Field Services program, technical information and assistance is supplied to local industry clients without charge. During 1982-83, there were 2,911 client contacts in response to 1,838 client enquiries for 1,200 individual clients. This represents a 68% increase in activities from the previous year. Of the number of clients serviced, 81% were from Winnipeg while 19% were from other Manitoba locations. During the year staff made 350 plant visits.

**TABLE 2: 1982/83 IRAP FIELD SERVICES
BY QUARTER**

Fiscal Year Quarter	# of Client Enquiries	# of Contacts	Staff Time (Hrs.)
Q1	302	545	1,730
Q2	337	561	1,780
Q3	511	701	2,420
Q4	688	1,104	3,214
TOTAL:	<u>1,838</u>	<u>2,911</u>	<u>9,144</u>

**TABLE 3: TYPE OF IRAP FIELD
SERVICES PROVIDED IN 1982/83**

Type of Service	Number of Client Enquiries	
	Winnipeg	Rural
Introductory	137	43
Technical Information	844	146
Non-Technical Information	246	58
Manufacturing and Industrial Engineering	49	14
General IRAP	97	38
Financial Assistance Information	133	33
TOTAL:	<u>1,506</u>	<u>332</u>

Canadian Food Products Development Centre

The objectives of the Canadian Food Products Development Centre are to provide scientific and technological services to the food beverage and feed sectors and to assist in solving problems and helping business achieve their objectives in the areas of product development, processing, production, packaging and storage.

The Centre supplies technical information and conducts fee-for-service projects in the areas of food products and formulation, food microbiology, food chemistry and food processing and other production technology. Projects and activities undertaken on behalf of clients include:

- Product and process development
- Product and equipment evaluation and testing
- Information transfer
- Pilot plant facility
- Specialized technical training

The Centre has a core group of qualified staff and maintains microbiology, chemistry and food products laboratories as well as a process development lab and pilot plant facilities.

At year-end, the total staff complement was 14. The Canadian Food Products Development Centre receives assistance on program development from an advisory board made up of representatives from the private sector, government and university. The board met twice during the year.

Activities

Steady progress was achieved in the third full year of operation with an increase of 56% in earned income over the previous year.

Service fees received for clients' work during the year totalled \$294,800 of which approximately 75% came from projects contracted with small or medium-sized Manitoba food companies.

During the year, 88 contracts were signed and 8 contracts were carried over from the previous year. Of these 96 contracts valued at \$390,000 in progress during the year, 90 were completed and 6 were carried forward to 1983-84 fiscal year. Value of contracts under negotiation at year-end adjusted for probability was \$173,700.

A computerized business management and time recording system was developed and installed. This permitted relevant cost accounting and productivity data to be developed, resulting in the establishment of new fee rates and new productivity goals.

A five-year operating plan spanning the termination of Enterprise Manitoba was completed.

A Winnipeg company introduced a new line of gourmet meat product with the assistance of the Centre staff in pilot plant production.

Centre staff assisted B&B Foods Limited with the official opening of their plant to produce silverskin onions. This product was developed with the technical assistance of the Canadian Food Products Development Centre.

Agreement has been reached with the National Research Council to implement a significant information system pertaining to applied food technology.

A total of 400 enquiries of a technical nature were handled — of which 46% were located in Winnipeg, 43% in rural Manitoba and 11% from out-of-province.

A major project on specialty cheese production was begun.

Prototypes of two automatic denaturing systems for fuel ethanol were designed and built for Agriculture Canada.

Seminars

Three in-house seminars were presented on Flavours and Fragrances, Report Writing and Marketing in the Food Industry.

Other Activities

Staff participated in several meetings and seminars and gave technical presentations or talked about the program.

Various promotional events took place: the Centre was filmed as part of a promotional film for the city of Portage la Prairie; a ten-minute television feature on the Centre was produced by the local CTV affiliate; and an audio-visual presentation was prepared on the Centre through the Department of Economic Development and Tourism to participate in various trade fairs and other promotional events.

Several meetings and tours were held at the Centre resulting in approximately 500 people touring the facilities and learning of the services the Centre provides.

**THE MANITOBA RESEARCH COUNCIL
REPORT OF THE PROVINCIAL AUDITOR'S OFFICE**

We have examined the financial statements, being Exhibits A, B, C, D, E and F, and Schedules 1, 2 and 3, of The Manitoba Research Council for the fiscal year ended March 31, 1983. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, the financial statements present fairly the financial position of The Manitoba Research Council as at March 31, 1983 and the results of its operations for the year then ended in accordance with the accounting policies stated in note 1 to the financial statements applied on a basis consistent with that of the preceding year.

W.K. Ziprick, C.A.,
Provincial Auditor.

December 22, 1983,
Winnipeg, Manitoba

Exhibit A
THE MANITOBA RESEARCH COUNCIL

Balance Sheet
as at March 31, 1983
(with 1982 figures for comparison)

	1983	1982
ASSETS		
Current:		
Cash	\$ 5,500.00	\$ 5,000.00
Funds on deposit with the Minister of Finance	1,075,804.92	501,789.17
Accounts receivable (Note 2)	515,080.23	302,296.84
Prepaid rent	10,901.82	—
	<u>1,607,286.97</u>	<u>809,086.01</u>
Fixed: at cost (Note 1(b))		
Automobile	10,000.00	—
Building	832,311.65	832,311.65
Furniture and fixtures	221,329.85	195,888.16
Equipment	2,894,408.65	1,755,801.02
Leasehold improvements	221,398.96	220,678.96
Land	25,000.00	25,000.00
	<u>4,204,449.11</u>	<u>3,029,679.79</u>
	<u>\$5,811,736.08</u>	<u>\$3,838,765.80</u>

LIABILITIES

Current:		
Accounts payable	\$ 54,247.07	\$ 23,082.91
Investment in fixed assets, Schedule 1	4,204,449.11	3,029,679.79
Unexpended funds, Exhibit B	<u>1,533,039.90</u>	<u>786,003.10</u>
	<u>\$5,811,736.08</u>	<u>\$3,838,765.80</u>

Exhibit B
THE MANITOBA RESEARCH COUNCIL

Unexpended Funds Summary Statement
as at March 31, 1983
(with 1982 figures for comparison)

	1983	1982
Canadian Food Products Development Centre:		
Grant Account, Exhibit C	\$ 564,200.52	\$300,893.85
General, Exhibit D	62,371.09	62,371.09
	<u>626,571.61</u>	<u>363,264.94</u>
Industrial Technology Centre:		
Grant Account, Exhibit E	<u>925,253.89</u>	<u>421,523.76</u>
Other Projects, Exhibit F		
Grant Account	—	—
General	1,214.40	1,214.40
	<u>1,214.40</u>	<u>1,214.40</u>
Unexpended funds, Exhibit A	<u>\$1,553,039.90</u>	<u>\$786,003.10</u>

Exhibit C

THE MANITOBA RESEARCH COUNCIL

Statement of Revenue and Expenditure and Unexpended Funds Canadian Food Products Development Centre, Grant Account for the year ended March 31, 1983 (with 1982 figures for comparison)

	1983	1982
Revenue:		
Grants received from the Province of Manitoba and Canada (Note 1(a))	\$ 752,535.40	\$720,651.83
Fees for service	294,800.88	182,882.56
Contribution from National Research Council (Note 3)	63,000.00	63,000.00
Sale of equipment	—	18,000.00
Total revenue	<u>1,110,335.48</u>	<u>984,534.39</u>
Expenditure, Schedule 2:		
Operating	724,569.36	512,346.80
Capital	122,459.45	228,686.23
Total expenditures	<u>847,028.81</u>	<u>741,033.03</u>
Excess of revenue over expenditure	263,306.67	243,501.36
Balance of unexpended funds at beginning of year	300,893.85	57,392.49
Balance of unexpended funds at end of year, Exhibit B	<u>\$ 564,200.52</u>	<u>\$300,893.85</u>

Exhibit D

THE MANITOBA RESEARCH COUNCIL

Statement of Revenue and Expenditure and Unexpended Funds Canadian Food Products Development Centre, General Account for the year ended March 31, 1983 (with 1982 figures for comparison)

	1983	1982
Balanced of unexpended funds at beginning of year	\$62,371.09	\$62,371.09
Balanced of unexpended funds at end of year, Exhibit B	<u>\$62,371.09</u>	<u>\$62,371.09</u>

Exhibit E

THE MANITOBA RESEARCH COUNCIL

Statement of Revenue and Expenditure and Unexpended Funds
 Industrial Technology Centre, Grant Account
 for the year ended March 31, 1983
 (with 1982 figures for comparison)

	1983	1982
Revenue:		
Grants received from the Province of Manitoba and Canada (Note 1(a))	\$2,712,762.53	\$2,102,116.52
Fees for service	590,227.01	313,212.74
Contribution from the National Research Council (Note 3)	189,000.00	63,000.00
Metric Information Centre Agreement (Note 4)	82,903.59	75,650.00
Total revenue	<u>3,574,893.13</u>	<u>2,553,979.26</u>
Expenditure, Schedule 3:		
Operating	1,797,198.15	1,237,468.90
Capital	1,066,109.99	432,411.49
Contracts	204,408.65	510,851.35
Grants	3,446.21	2,000.00
Total expenditure	<u>3,071,163.00</u>	<u>2,182,731.74</u>
Excess of revenue over expenditure	503,730.13	371,247.52
Balance of unexpended funds at beginning of year	<u>421,523.76</u>	<u>50,276.24</u>
Balance of unexpended funds at end of year, Exhibit B	<u>\$ 925,253.89</u>	<u>\$ 421,523.76</u>

Exhibit F

THE MANITOBA RESEARCH COUNCIL

Statement of Revenue and Expenditure and Unexpended Funds — Other Projects
 for the year ended March 31, 1983
 (with 1982 figures for comparison)

	1983	1982
Grant Account		
Refunds to the Government of the Province of Manitoba of unexpended project funds	\$ —	\$5,360.55
Balance of unexpended funds at beginning of year	<u>—</u>	<u>5,341.18</u>
		(19.37)
Allocation from General Account	<u>—</u>	<u>19.37</u>
Balance of unexpended funds at end of year, Exhibit B	<u>\$ —</u>	<u>\$ —</u>
General Account		
Balance of unexpended funds at beginning of year	\$1,214.40	\$1,233.77
Allocation to Grant Account	<u>\$ —</u>	<u>19.37</u>
Balance of unexpended funds at end of year, Exhibit B	<u>\$1,214.40</u>	<u>\$1,214.40</u>

Schedule 1

THE MANITOBA RESEARCH COUNCIL

Schedule of Expenditures
 Canadian Food Products Development Centre — Grant Account
 for the year ended March 31, 1983
 (with 1982 figures for comparison)

	Balance March 31, 1982	Acquisitions	Dispositions	Balance March 31, 1983
Canadian Food Products Development Centre				
Equipment	\$ 497,514.60	\$ 121,457.66	\$ 6,702.10	\$ 612,270.16
Furniture and fixtures	9,859.37	281.79	277.20	9,863.96
Leasehold improvements	12,235.94	720.00	—	12,955.94
Building	832,311.65	—	—	832,311.65
Land	25,000.00	—	—	25,000.00
	<u>1,376,921.56</u>	<u>122,459.45</u>	<u>6,979.30</u>	<u>1,492,401.71</u>
Industrial Technology Centre				
Automobile	—	10,000.00	—	10,000.00
Equipment	1,258,286.42	1,030,672.89	6,820.82	2,282,138.49
Furniture and fixtures	186,028.79	25,437.10	—	211,465.89
Leasehold improvements	208,433.02	—	—	208,443.02
	<u>1,652,758.23</u>	<u>1,066,109.99</u>	<u>6,820.82</u>	<u>2,712,047.40</u>
Investment in fixed assets, Exhibit A	<u>\$3,029,679.79</u>	<u>\$1,188,569.44</u>	<u>\$13,800.12</u>	<u>\$4,204,449.11</u>

Schedule 2

THE MANITOBA RESEARCH COUNCIL

Schedule of Expenditures
 Canadian Food Products Development Centre — Grant Account
 for the year ended March 31, 1983
 (with 1982 figures for comparison)

	1983	1982
Expenditures:		
Operating:		
Advertising and promotion	\$ 9,248.11	\$ 9,239.10
Bad debt expenses	3,073.84	—
Building maintenance and repair	8,970.66	8,254.97
Computer related expenses	1,095.00	1,322.41
Equipment-rentals, maintenance and repair	21,253.81	13,273.96
Fees-memberships, seminars, customs and audit	19,421.61	16,792.75
Heating, utilities and taxes	31,639.08	21,749.76
Laboratory supplies	84,202.71	46,460.57
Library-consultants and publications	10,486.84	22,210.00
Postage and telephone	14,755.30	11,059.54
Printing and stationery supplies	7,842.76	7,737.67
Purchased testing services	37,010.11	3,217.13
Real estate rental	6,116.25	5,299.84
Salaries and employee benefits	394,819.64	265,295.41
Staff transfer and relocation costs	3,988.98	4,985.78
Technical assistants	47,239.61	58,923.05
Travel and transportation	23,405.05	16,514.86
	<u>724,569.36</u>	<u>512,346.80</u>
Capital:		
Construction contract	720.00	35,968.00
Equipment and furnishings	121,739.45	192,718.23
	<u>122,459.45</u>	<u>228,686.23</u>
Total expenditures, Exhibit C	<u>\$847,028.81</u>	<u>\$741,033.03</u>

Schedule 3

THE MANITOBA RESEARCH COUNCIL

Schedules of Expenditures
Industrial Technology Centre, Grant Account
for the year ended March 31, 1983
(with 1982 figures for comparison)

	1983	1982
Expenditures:		
Operating:		
Advertising and promotion	\$ 37,351.71	\$ 23,729.21
Bad debt expense	13,653.45	19,639.85
Building maintenance and repair	24,844.43	12,497.70
Consulting fees	18,807.20	16,357.48
Computer related	41,837.54	39,166.56
Equipment — rentals, maintenance and repair	17,860.67	22,740.87
Fees — memberships, seminars, customs and audit	29,637.87	18,961.74
Heating, utilities and taxes	48,595.04	44,094.71
Laboratory supplies	88,778.68	118,138.12
Library — consultants and publications	40,446.57	30,332.00
Postage and telephone	33,122.58	21,126.68
Printing and stationery supplies	44,599.96	39,941.94
Purchased testing services	29,687.45	64,387.43
Real estate rental	132,037.05	131,375.32
Salaries and employee benefits	702,674.42	363,513.64
Staff transfer and relocation costs	30,073.69	1,351.25
Technical assistants	410,294.80	223,335.79
Travel and transportation	52,895.04	46,778.61
	<u>1,797,198.15</u>	<u>1,237,468.90</u>
Capital:		
Equipment and furnishing	1,066,109.99	404,694.55
Leasehold improvements	—	27,716.94
	<u>1,066,109.99</u>	<u>432,411.49</u>
Contracts:		
Industrial Applications of Micro Electronics Inc.	150,000.00	300,000.00
Medical Products Institute	—	24,000.00
University of Manitoba — Dr. Sehon	54,408.65	186,851.35
	<u>204,408.65</u>	<u>510,851.35</u>
Grants:		
Ancast Industries	3,446.21	—
Biomass Energy Institute	—	1,500.00
Seder Sportswear	—	500.00
	<u>3,446.21</u>	<u>2,000.00</u>
Total expenditures, Exhibit E	<u>\$3,071,163.00</u>	<u>\$2,182,731.74</u>

THE MANITOBA RESEARCH COUNCIL

Notes to the Financial Statements for the year ended March 31, 1983

1. Accounting Policies (a) Nature of accounts

The Manitoba Research Council is presently carrying out three activities and accounts for each activity in separate grant accounts. The Council operates the Canadian Food Products Development Centre and the Industrial Technology Centre under agreements with the Province of Manitoba, for which the funding is provided by the Governments of Canada and Manitoba under the Subsidiary Agreement on Industrial Development. Under the terms of the Agreement expiring March 31, 1983, expenditures on approved projects are shared by Canada and Manitoba to September 30, 1984 on a 62.5 percent and 37.5 percent basis, respectively.

In addition to operating these two Centres as separate activities, the Council undertakes or makes grants for specific projects on behalf of the Province of Manitoba or Canada, each of which has been specifically approved by the respective Governments. This is accounted for in the Other Projects Fund.

Funds generated from operations of an activity in periods prior to the Council operating under the Subsidiary Agreement on Industrial Development were recorded in a general account of the activity. These general account funds are available to the Council for undertakings related to the activity in excess of the funds authorized by way of Canada-Manitoba contributions. Under the Subsidiary Agreement on Industrial Development funds generated from operations of the Centres are applied against the costs of operations of the Centres.

THE MANITOBA RESEARCH COUNCIL

Notes to the Financial Statements for the year ended March 31, 1983

(b) Fixed assets

The balance sheet reflects fixed assets at cost, with a corresponding entry to "Investment in Fixed Assets". All fixed asset acquisition and sale transactions appear in the statement of revenue and expenditure. Because asset purchase and sales are reflected as expenses and revenue as incurred, no provision is made for depreciation or amortization of fixed assets.

The Council's policy is to remove the cost of all physical assets from the accounts which have:

- become obsolete during the year,
- been sold or otherwise disposed of during the year, or
- in the case of leasehold improvements, a full write-off will be recorded at the termination of the lease period, excluding any renewal option periods.

Restrictions over fixed assets under the Subsidiary Agreement on Industrial Development: Physical assets acquired or constructed under this agreement must be utilized in a manner compatible with the intent of the agreement for at least 10 years. Any incompatible use of such physical assets within the 10 year period, including disposition by way of outright sale, would require a repayment to Canada of 62.5 percent of the fair market value of the asset at the time of the change of use.

THE MANITOBA RESEARCH COUNCIL

Notes to the Financial Statements for the year ended March 31, 1983

(c) General and administrative expenses:

General and administrative expenses relating to the activities of the Canadian Food Products Development Centre and the Industrial Technology Centre are paid for from the funds of these activities except for two departmental staff members assigned to the Industrial Technology Centre without charge to the Centre. Administrative and general expenses related to the Council's other operations are paid by the Department of Economic Development and Tourism from its appropriations.

2. Accounts Receivable:

	1983	1982
Canadian Food Products Development Centre		
Trade:		
Province of Manitoba	\$ —	\$ 194.56
Government of Canada	10,881.99	7,639.56
Other	119,769.65	51,664.89
	130,651.64	59,499.01
Less: Allowance for doubtful accounts	3,073.84	—
	127,577.80	59,499.01
Contribution Agreement — National Research Council	—	31,500.00
Total	127,577.80	90,999.01
Industrial Technology Centre		
Trade:		
Province of Manitoba	67,852.35	13,427.10
Government of Canada	—	1,887.99
Other	187,135.34	108,472.59
	254,987.69	123,787.68
Less: Allowance for doubtful accounts	33,293.30	19,639.85
	221,694.39	104,147.83
Contribution Agreement — National Research Council	126,000.00	31,500.00
Metric Commission Canada — Agreement	39,808.04	75,650.00
Total	387,502.43	211,297.83
Account Receivable, Exhibit A	\$515,080.23	\$302,296.84

THE MANITOBA RESEARCH COUNCIL

Note to Financial Statements for the year ended March 31, 1983

3. National Research Council Contribution Arrangement

For the year ended March 31, 1983, a contribution arrangement was approved between the National Research Council (NRC) and the Manitoba Research Council (MRC) which provided that the NRC would contribute \$252,000 to the MRC for services equivalent to four staff years plus overhead in respect to MRC providing technical information services to industry in Manitoba, an activity which augments the services that are provided by the NRC. On the basis of NRC's contribution, such services were provided during the year by staff of the Manitoba Research Council's Industrial Technology Centre and Food Products Development Centre.

4. Metric Information Centre Agreement

A three year agreement ending March 31, 1984 between Canada and the Province of Manitoba provides for annual funding from Canada up to \$68,000 plus any change in the Consumer Prices Index on the basis that MRC channel information to and respond to enquiries from individual enterprises and organizations, as well as impart knowledge regarding the plans, progress and implications of metric conversion. During the year, MRC provided such services utilizing the staff, facilities and supplies of the Industrial Technology Centre.

THE MANITOBA RESEARCH COUNCIL

Notes to the Financial Statements
for the year ended March 31, 1983

5. Outstanding Commitments as at March 31, 1983 (with 1982 figures for comparison):

	1983	1982
(a) The Canadian Food Products Development Centre:		
Acquisition of Equipment	\$ 34,248.63	\$ 1,975.92
Other committed funds	<u>6,959.09</u>	<u>1,933.42</u>
	<u>\$ 41,204.72</u>	<u>\$ 3,909.34</u>
(b) Industrial Technology Centre:		
Lease of Premises to June 30, 1984	\$163,527.62	294,349.53
Acquisition of Equipment	65,473.90	31,888.86
Grant to Industrial Applications of Micro Electronics Inc.	—	50,000.00
Grant to University of Manitoba — Dr. Sehon	—	54,408.65
Other committed funds	<u>3,927.87</u>	<u>8,098.88</u>
	<u>\$232,929.39</u>	<u>\$438,745.92</u>

6. Comparative figures for the year ended March 31, 1982 have been restated where necessary to conform with the presentation adopted for the year ended March 31, 1983.

October 31, 1983

The Honourable Samuel Uskiw,
Minister of Business Development
and Tourism,
Room 227 Legislative Building,
WINNIPEG, Manitoba
R3C 0V8

Dear Mr. Uskiw:

I have the honor of submitting the Annual Report of the Manitoba Design Institute for the fiscal year ending March 31, 1983.

No separate financial statement is presented as all funds required by the Institute came out of the appropriations of the Economic Development and Tourism Department.

The Board of Directors join me expressing our gratitude for the support your Department has given us in the execution of our responsibilities.

Respectfully submitted,

Dana Mallin,
Chairperson.

The Manitoba Design Institute

The Manitoba Design Institute was established by the Government of Manitoba in 1963 an Act of the Legislative Assembly.

The Institute is an advisory body to the Minister of Economic Development and Tourism to whom it recommends policy and programs of industrial design to complement and further the Department's economic development program.

The basic objective of the Manitoba Design Institute is to induce Manitoba's industrial and commercial sectors to apply affectively the industrial design process as an integral part of management in the manufacturing of goods and provision of services.

The Institute provides counselling services of a general nature, and expertise in organizing, planning and funding for product development, including federal and provincial cost sharing programs and consulting assistance for product evaluation, graphics and packaging design.

The application of industrial design is considered an essential and powerful tool to provide that 'competitive edge' for success in the market place.

Specifically, the Manitoba Design Institute provides:

A. Through education:

- reading materials consisting of technical information briefs, specialized books, periodicals and journals
- public interest articles on design related topics provided to local newspapers and radio stations

B. Through development assistance:

- counselling services of a general nature
- specialized assistance in product, graphics and packaging
- consultation for preparing comprehensive product development plans, and
- information, guidance and assistance regarding possible federal and provincial product development assistance programs

C. Through product evaluation:

- evaluations to determine opportunities and problems in the marketplace, and
- confidential reports are prepared for company management, analyzing the product's relative strengths and weaknesses, along with recommendations for improvement

D. Through recognition of excellence:

- the Premier's Awards Presentations for Design Excellence are given in eight categories every two years to individuals and companies who have demonstrated outstanding achievements in design, and
- exhibitions of award finalists design projects.

Activities

In keeping with its mandate, the Institute actively promoted and assisted in the development of industrial design activities within the Department of Economic Development and Tourism. It continued to maintain an effective interface with other government departments, agencies and design oriented organizations. The Institute's activities for 1982-83 were:

General Design Promotion

M.D.I. staff spoke to Manitoba Chambers of Commerce in St. James, Pilot Mound, Glenboro, St. Claude, Stonewall, Thompson, and Brandon and Rotary clubs of St. Vital and Brandon, as well as calling upon business establishments in various centres of rural Manitoba.

An article on industrial education was published in the careers section of the Winnipeg Free Press.

Industrial design was the topic for discussion on a CFRW information talk show.

Funded by the Royal Government of the Netherlands and the Cultural Affairs section of the Dutch Embassy in Ottawa, a travelling exhibit entitled 'Industrial Design for the Public Sector', was brought to Winnipeg by the Manitoba Design Institute.

Design evaluations and awards were presented to the Manitoba Community Newspapers Association, the Manitoba Fashion Institute, and the Chamber of Commerce Business shows.

The Premier's Awards for Design Excellence winners were displayed at the Manitoba Centennial Concert Hall and the Museum of Man and Nature.

A needs survey was carried out within Manitoba's manufacturing sector to assess awareness of design.

M.D.I. staff assisted in the coordination, planning and promotion of a career symposium; attended by 20,000 students.

Booklets on visual communication and exhibit design were produced and distributed to many Manitoba manufacturers and processors.

Presentations on design were made at the Prairie Implement Manufacturers Association convention held at the International Inn, Winnipeg.

Audio-Visual presentation on design and the Manitoba Design Institute made available to Design Michigan and Design Canada.

Design Implementation

Counselling manufacturers on matters related to product planning and the design of visual marketing support material constitutes a major part of the Institute's staff activities.

The M.D.I. provided guidance in organizing client resources by identifying market requirements and developing effective product development strategies.

During the fiscal year a total of 206 companies were counselled on specific product development and marketing projects. These companies were divided into the following industry sectors:

- Food and Beverage	33
- Health Care Products	10
- Light Machinery	74
- Electronics	28
- Transportation	17
- Wood Products	12
- Apparel Industry	12
- Service Sector	20

The Institute also provided assistance in preparing projects for consideration under the federal government's Enterprise Development Program (EDP), and the Design Assistance for Small Projects Program (DASP), which is funded by the federal/provincial "Enterprise Manitoba Agreement".

Once these projects have realized their full potential some \$47.6 million of sales will be generated by 1988 (1983 dollars) and a total of 375 highly skilled jobs created. Experience has shown that for every \$1 spent on product development, some \$21 of sales are generated.

The Design Assistance for Small Projects Program (DASP) was administered by the M.D.I. on behalf of the boards of the Winnipeg and Brandon Enterprise Development Centres. Together they set aside \$130,000 of their 1982-83 Enterprise Manitoba budget for this program.

To encourage Manitoba manufacturers and processors to be more competitive, the M.D.I.

assists in obtaining professional help to upgrade the design of their products, packaging, company image and product literature.

During the fiscal year 1982-83, the program supported 78 projects. The total cost of these projects amounted to \$590,000 of which DASP contributed \$130,000. All the design projects were handled by Manitoba designers.

Once these projects realize their full potential some \$21.7 million sales will be generated and 425 additional man years of employment created.

The Program was highly successful. Statistics gathered from actual case histories over the previous three years showed that participating company sales increased by 31% and employment increased by 25%. DASP concluded at the end of this fiscal year.

Design Demonstration

The Manitoba Premier's Awards for Design Excellence was held on April 5, 1982. The competition recognizes design achievement and accomplishments in the Province of Manitoba. It is the largest and most comprehensive juried design competition in Canada. Under the patronage of the Premier since 1978, the biennial awards give well-deserved recognition to designers and their clients in eight categories.

The Premier's Awards for 1984 will be held March 30, 1984 at the Centennial Concert Hall.

Liaison

Promoting the application of design is not restricted to the private sector only. The Institute ensures that professional design input occurs in programs and activities of other government departments and agencies.

Meetings of the M.D.I. Board are held approximately ten times per year and directors provide liaison with the community through their business and personal involvements.

To ensure that federal program benefits accrue to the Manitoba manufacturing community a close working relationship is maintained with the National Design Council and Design Canada. This enhances coordination of activities, additional program input from elsewhere and a useful exchange of ideas.

Summary of Grants Paid 1982-83 Fiscal Year

1. Manitoba Horse Racing Commission	\$ 3,659,827.68
2. Travel Manitoba	207,441.00
3. "Destination Manitoba"	
Federal/Provincial Cost-Shared Programs	723,119.89
4. Economic Development Incentive Programs	1,290,864.25
5. "Enterprise Manitoba"	
Federal/Provincial Cost-Shared Programs	
A. Rural Small Enterprise Incentives	739,389.45
B. Regional Development Corporations	381,000.00
C. Manitoba Research Council	3,444,491.44
1. Winnipeg Technology Centre	207,854.86
D. Municipal Infrastructure & Site Assistance	421,318.01
E. Other Grants and Assistance	551,878.61
	<u>\$11,627,185.19</u>
1. Manitoba Horse Racing Commission	<u>\$ 3,659,827.68</u>
2. Travel Manitoba Grants	
Parkland Regional Development Inc.	31,200.00
Tourism Manitoba — Interlake Region	10,733.00
Tourism Manitoba — Central Plains Region	7,103.00
Tourism Manitoba — Eastern Region	11,833.00
Tourism Manitoba — Pembina Valley Region	7,103.00
Tourism Manitoba — Western Region	9,523.00
Tourism Manitoba — Parkland Region	11,833.00
Tourism Manitoba — North of 53 Region	16,673.00
Tourism Industry Association of Manitoba	98,940.00
Canadian Turtle Derby Inc.	2,500.00
	<u>\$ 207,441.00</u>
3. "Destination Manitoba"	
Federal/Provincial Cost-Shared Program	
Festival du Voyageur	\$ 132,500.00
Manitoba Agricultural Museum	7,500.00
Ukrainian Folk Arts Centre	38,000.00
Town of Steinbach	2,000.00
Manitoba Museum of Man & Nature	744.00
Nickel Days Corporation	1,500.00
University of Winnipeg	1,000.00
International Peace Gardens	13,500.00
Golden Boy Brass	300.00
Gilbert Plains Grandview	1,150.00
Winnipeg Racing Ltd.	12,500.00
Manitoba Great Western Harness Assoc.	10,000.00
Association of Manitoba Museum	3,613.00
Miami Agricultural Society	1,900.00
Manitoba Agricultural Museum Inc.	10,000.00
Plum Creek Jamboree Inc.	900.00
Golden Boy Brass	300.00
Teulon — Interlake Jubilee	3,115.88
Manitoba Crafts Council	6,810.50
Community Folk Arts Council	27,500.00
Moonshine Daze Committee	850.00
Paddlewheel Riverboats	3,750.00
Kinsmen Club of Dauphin	2,000.00
1982 Brandon Centennial	7,500.00
Thompson Ski Club Inc.	2,150.00
Red River Exhibition Assoc.	25,000.00
Lundar Agricultural Society	4,000.00
Swan River Valley Agriculture	5,000.00

Mennonite Village Museum	15,000.00
Winnipeg Racing Ltd.	11,930.00
Canada's National Ukrainian Festival	8,000.00
St. Pierre-Jolys Frog Follies	5,000.00
Gardenton Ukrainian Museum	1,219.00
Manitoba Marathon Foundation	8,000.00
Rosburn Agriculture Society	2,000.00
Arborg Fair Days	678.00
Turtle Mountain Rodeo	750.00
Winnipeg Folk Festival	10,289.00
Portage Industrial Exhibition	1,000.00
Swan Valley Museum	2,700.00
Vintage Locomotive Society	3,000.00
Maple Leaf International	25,000.00
Winnipeg Sports Car Club	5,000.00
Arborg and District Agricultural Society	2,181.53
Swan River Harness Racing Association	750.00
Souris and Glenwood Agricultural Society	34.03
Flin Flon Trout Festival	3,500.00
Turtle Mountain Rodeo	750.00
Manitoba Forestry Association	4,000.00
Brandon Centennial Board	7,500.00
Wild Kingdom Game Farm	3,000.00
Actors Showcase Theatre	3,000.00
Snow Lake Fun Festival	800.00
St. Andrews St. Clements	3,000.00
Northern Manitoba Outfitters Association	4,500.00
Manitours	1,500.00
Clearwater Tours Ltd.	13,500.00
Northwestern Tours	15,000.00
Mamascatch Communications	7,500.00
Great Canadian Travel	3,734.63
Port of Churchill Chamber	5,500.00
Manitoba Naturalists Society	1,050.00
Woodlands Elks Lodge	2,000.00
Roblin & District Chamber of Commerce	3,000.00
Manitoba Restaurant and Food Services Association	42,050.32
Manitoba Hotel Association	44,920.00
Manitoba Lodges and Outfitters Association	13,000.00
Tourism Industry Association of Manitoba	70,200.00
Manitoba Organization of Festivals & Events	8,500.00
Brandon Convention and Visitors Bureau Assoc.	18,000.00
Brandon Chamber of Commerce	16,000.00
	<u>\$ 723,119.89</u>

4. Payments made under the Department's Incentive Assistance Program

International Conference on Large Electric Syst.	\$ 1,750.00
University of Manitoba (Faculty of Arts)	
Marxism Conference	3,125.00
University of Manitoba (Faculty of Engineering)	1,015,500.00
Conference on High Technology	3,000.00
Northern Manitoba Regional Science Fair	1,000.00
Manitoba Schools Science Symposiums	1,000.00
Western Manitoba Science Fair	1,000.00
Screer Print Display Arts	1,500.00
Westland Steel Products	1,450.25
Fiat Products Ltd.	1,828.58
Manitoba Fashion Institute	17,700.00
Superior Bus Manufacturing	125,000.00
Thomas Publishing Company	101.68
Crowson Greetings	673.55

Westnoba of Canada Ltd.	3,379.13
Design 2000 Co. Ltd.	3,573.89
Euro-Craft of Canada Co.	820.42
Gray's PVC Pipe Furniture	846.74
Paramount Furniture Manufacturing	1,589.09
Queen Anne & Furniture	941.37
Guertin Brothers Coatings	800.00
Doerksen Medigas Systems	1,430.25
Labtronics	798.40
Louis Gregoire Originals	1,924.57
Coldstream Products of Canada	1,205.00
Chemcrest Corporation	1,877.00
Queenston House Publishing	552.70
Z Line Products Ltd.	720.83
Cantech Scientific Ltd.	1,565.34
Loewen Manufacturing Co. Ltd.	576.81
R.D.C. Distributors	117.80
Red River Brick & Tile Co.	128.15
Turnstone Press	890.94
Lion Industries Ltd.	967.16
Love Entreprises	2,949.66
Bond Sales Ltd.	709.90
Linco Products Ltd.	496.48
Duraco Window Industries	474.45
Wordswest Publications	350.00
Winnipeg Fur Exchange	2,000.00
GEГУ GMBH Canada Inc.	891.55
Solv-x Inventions Ltd.	1,752.76
Skye Treck Adventure	3,109.96
Sawhill Furniture Company	2,000.00
Almicro Electronics Inc.	657.03
Fort Garry Industries	1,452.05
Diecast Products Ltd.	328.50
Orbit Aircraft Instruments	933.50
Aubin Nurseries Ltd.	354.25
Madison Manufacturing	1,474.95
J. Nash Sportswear Ltd.	1,422.46
Acme Chrome Furniture	2,000.00
Eclipse 3 Design Ltd.	2,000.00
Midland Manufacturing	2,000.00
Optimum Management Inc.	2,000.00
Pace Setter Swim & Gym	2,000.00
Zen-Tee Gym Equipment	1,727.50
Acme Bedding & Furniture	1,922.52
Greenbelt Farm Systems	1,793.62
Commsoft International	461.50
Western Profiles Ltd.	201.92
Kenn Perkins Animation	1,075.50
Piston Ring Service Supply	457.02
Receiver General of Canada	3,000.00
Phillips Paint Products	871.00
Assiniboine Mushroom Inc.	5,035.97
Fisons Western Corporation	750.00
Cultural Affairs and Historical	757.62
Winnipeg Chinatown Development	6,000.00
Dauphin Alfalfa Products	1,630.00
Indian Springs Products	40.50
William Muirhead	89.38
Lil Corner Store Ltd.	97.63
Freeman Enterprises	23.38
Penner Sales & Service	66.88
Frank's Tool Sales	85.13
Larson Propane Service	53.25

Wheat City Sandblasting	29.88
Gateway Valley Inn	29.88
Sew Unique Fabrics	101.25
Foremost Sailcraft Ltd.	559.93
Portage Hotel	131.25
Woodley's	410.25
Freeman Pontiac	37.19
Tom's Electronics	40.50
G. Jarvis	233.75
Wee Gwas Printing	59.62
Kehler Aircraft Skis Ltd.	37.31
Dennis Country Ventures	89.25
Rendez-Vous Confectionary	96.88
Sun Valley Radio Inc.	131.21
Ye Olde Country Meats	87.50
Jaegers Auto Body	63.88
H R Hoffman Ltd.	68.75
Mutt & Jeff Enterprises	31.25
Later Entrprises	437.50
Bren-Kort Ltd.	25.00
Marty's Denim Shop	56.25
D L Matthews	45.31
Sproule Music Studio	37.50
Webb Implements Ltd.	131.25
Don's Power Products	25.00
Jessica Lake Lodge	131.25
J.E. Williams	128.13
Arlene's Knit and Stitch	34.38
Wash N' Wrench	50.00
MJS Investments Ltd.	106.25
Frank Lawson and Sons	131.25
Thunderbird Sales	46.88
Snow Valley Enterprises	103.13
Bartlett's books	31.25
Mostly Ceramics	40.63
L. Wilson	25.00
Sloane & Palsson	62.50
E. Friesen	66.00
Pioneer Resort Ltd.	28.13
Bob's Safety Service Ltd.	25.00
Canmark Manufacturing	131.25
Huskie Travel Services	25.00
Elkhorn Drugs	43.75
W. Holovach	62.50
Casey's Texaco	50.00
A & R Pest Control	26.50
Gladstone Garage Ltd.	139.13
Valley Equipment Ltd.	40.63
Sunset Drive Inn	56.31
Nordstrom TV Service	43.75
F & R Service	59.63
Sid's Custom Glass	71.88
Killarney Farm Equipment	139.13
J. Dietz	40.63
Redfern Farm Services	39.75
B. Hardy	26.50
Frank's Frod Sales Ltd.	43.07
Vacuum World	26.50
Dennis County Ventures	78.75
Western Works	2,500.00
Penrose Archmbault	2,400.00
L.V. Control Manufacturing	5,000.00

Design Millworks	4,000.00
Macron Enterprises Ltd.	5,000.00
General Auto Parts	5,000.00
Norman Velnes	4,980.00
	<u>\$1,290,864.25</u>

5. "Enterprise Manitoba"

Federal-Provincial Cost-Shared Program

A Rural Small Enterprise Incentives 82-83 Fiscal Year.

Zack's Picture Making	\$ 29,726.00
Baltic Holdings Ltd.	11,713.00
Roblin Manufacturing Ltd.	5,276.00
ARM Industries Inc.	10,862.00
Precision Built Homes	9,881.78
Star Printing (Brandon) Ltd.	10,250.00
HRND Mining & Milling	8,531.00
Arlene Glen Ceramics	8,320.00
Westman Plastics Ltd.	4,050.00
Fred Staples Welding	2,439.40
Esper's Equine Products	16,125.00
B & R Seeds Ltd.	9,038.70
Treherne Seed Service	4,620.00
Clifton M. Trainor Enterprises	5,922.20
Dubois Marine Specialties	13,750.00
Penno Machining and Manufacturing	30,000.00
SCC Einfeld	15,000.00
BKS Publishing Ltd.	12,106.00
Cornelson Laminated Products	2,629.00
NPN Enterprises Ltd.	13,117.18
Reh-Fit Rebounders Canada Ltd.	2,565.75
Northern Specialties Ltd.	14,940.00
Mei-Way Foods Inc.	30,000.00
Fran-Fron Signs	13,750.00
Outdoor Scene Ltd.	13,200.00
Dauphin Blacksmith	6,312.70
Springfield Leader Ltd.	8,517.30
Fehr, Thermo Glass Ltd.	10,920.00
Gaber's Cabinets	22,500.00
D-Bar Enterprises Ltd.	7,250.00
Pinewood Mfg. Co.	30,000.00
Lyn-Den Distributors	20,700.00
Pinawa Press	6,600.00
Doreen's Fabrics	3,326.00
Craftech Mfg. Co.	8,850.00
Murray Printing 1980 Ltd.	3,300.00
T S Food Services Ltd.	29,100.00
Homestead Seeds	15,510.00
Souris River Gem Ltd.	21,943.00
Maple Grove Pottery	2,938.20
Compass Publishing Inc.	30,000.00
Spectrum Color Lab	22,750.00
Feh Sheet Metal	12,000.00
Omniglass Ltd.	14,750.00
Old Style Butcher Shop	5,004.31
Arris Centre	6,390.00
Carey's Auto Glass	3,375.00
Better Bait Manitoba Inc.	3,338.70
Hanover Springs Ltd.	4,500.00
Letains Leather Repairs	1,650.00
Signex Manufacturing	14,787.50

Jeffries Nursery	9,000.00
Atom-Jet Industries LTd.	15,068.00
G.D. Electric Ltd.	26,419.00
Print Shop Winkler Ltd.	27,500.00
Leather and Fur Products	3,442.23
Sanderson Tractor Ltd.	6,243.00
Spindex Manufacturing	15,000.00
Manu-Fab Building Components	9,000.00
Warren's Plumbing & Heating	6,000.00
Fort Dauphin Trading Company	7,591.00
	<u>\$ 739,389.45</u>
B. Grants to Regional Development Corporation	
Central Plains Inc.	\$ 60,000.00
East-Man Regional Dev. Inc.	60,000.00
Interlake Development Corporation Inc.	60,000.00
Norman Regional Development Inc.	77,500.00
Parkland Regional Dev. Inc.	63,500.00
Pembina Valley Development Corp.	60,000.00
	<u>\$ 381,000.00</u>
C. Grants to Manitoba Research Council	
1) Grants By Manitoba Research Council (Winnipeg Technology Centre)	
University of Manitoba (Dr. A. Schon)	\$ 54,408.65
Industrial Applications of Microelectronics Centre Inc.	150,000.00
Ancast Industries	3,446.21
	<u>\$ 207,854.86</u>
D. Municipal Infrastructure & Site Assistance	
Town of Morden	\$ 245,926.81
R.M. of Russel	175,391.20
	<u>\$ 421,318.01</u>
E. Other Grants and Assistance	
J.M. Schneider Inc.	\$ 695.13
East-West Packers Ltd.	695.13
Manitoba Hog Producers	695.13
Jack Forgan Wholesale Ltd.	695.13
Herb Best Beef Ltd.	695.13
Burns Meats Ltd.	695.13
University of Manitoba (Jerusalem Artichoke Project)	13,530.06
Manitoba Dairy Co-operative	4,974.90
Rock Lake Oil Seeds Ltd.	21,667.00
Canadain Co-op Implements	10,737.80
Tubeform Ltd.	12,190.00
Plasma & Flame Coating	1,750.00
Spectrum Mfg. Co. Ltd.	4,970.00
F. Ellis	10,000.00
Bristol Aerospace Ltd.	40,000.00
Tantalum Mining Corporation	74,104.44
56490 Manitoba Ltd.	2,466.79
Anaguan Corporation	7,500.00
Priority Electronics Ltd.	12,820.00
Pulse Engineering Ltd.	12,000.00
Base 10 of Canada Ltd.	4,000.00
Myriad Innovative Designs	10,000.00
Sixei International Merchandising Inc.	9,480.00
Almicro Electronics inc.	15,481.06
Miconex 82	11,500.00
Village of Arborg	9,250.00

Town of Morden	19,927.11
Town of the Pas	212.50
Flin Flon Community Development	20,145.00
Town of Morris	5,550.00
Town of Swan River	10,275.00
Esper's Equine Products	1,426.00
Saw Hill Furniture Company	3,271.00
L.G.D. of Churchill	237.85
Hamilton & Allen Co. Ltd.	3,963.00
Johnson Bros. Mfg. International	3,450.00
Gateway Publishing Co.	2,000.00
Artek Systems	2,000.00
Brilliant Enterprises	238.00
Washtronics	2,942.66
C & B Welding & Maintenance	1,179.00
Pace Setter Swim and Gym	1,688.66
Canasus Communications	2,000.00
Fortin Electronics Corporation	2,000.00
Western Promotions	2,000.00
Haywood Concrete Products	229.44
Cal Cam Cabinets	905.00
APR Industries Ltd.	4,087.50
Phillips Paint Products	1,763.00
Hybrid Heaters Ltd.	890.00
Birchall Industries	260.00
Pemmican Publications	1,000.00
Manrex Ltd.	2,000.00
Dream on Futons	2,378.20
Integ Food Services Ltd.	2,000.00
Standard Industries Ltd.	2,000.00
Tosco Agencies Inc.	2,000.00
Lake Star Craft Ltd.	487.50
Pritchard Engineering Ltd.	2,000.00
Keith Industries Ltd.	1,024.00
Manitoba Mfg. Co. Ltd.	538.13
Brookfield Marketing	1,590.00
Daniva Industries Ltd.	377.00
Westnofa of Canada Ltd.	2,225.00
J.C. Food Distributors	2,940.15
Mini-Joy Manufacturing	1,425.00
Henderson Minit Dispensers	700.00
King Edward Billiard Supply	1,687.50
Elman's Food Products	1,125.00
Arctic Trading Company	2,000.00
Patrick Computer Systems	700.00
Sawhill Furniture	2,251.00
Conversions By Vantasy	2,000.00
Kamtar Construction	2,000.00
New Prod. Co. Ltd.	930.00
Almetal Extendible Company	1,736.00
Kraus Industries Ltd.	2,000.00
Faroex Ltd.	1,069.00
MPJ Industries	1,432.50
Newprod Company Ltd.	2,920.76
Sure Start Enterprises	2,000.00
Hargus Investments Ltd.	2,700.00
B.P. Kent Flour Mills Ltd.	2,635.00
Bonar Rosedale Western	1,669.00
Optimum Management Inc.	3,912.50
Telsee Business Centre	2,000.00
Keystone Amusement Devices	1,054.00
Linear Systems Ltd.	930.00

J.C. Foods Ltd.	348.87
60204 Manitoba Ltd.	619.20
J.A.W. Enterprises Ltd.	3,000.00
P & D Foods Ltd.	1,700.00
M-Zoran Tool & Die Ltd.	419.00
All-Fab Building Components	1,750.00
A-1 Welding Services Ltd.	2,360.00
Willmar Window Industries	1,250.00
Prairie Rollformers Ltd.	2,400.00
Commercial Fire Doors	1,000.00
M-Zoran Industries Ltd.	1,250.00
Medallion Milk Co. Ltd.	1,000.00
Valley Steel Structures	2,000.00
M-S Industries Refrigeration	3,000.00
TIR Machining	1,250.00
Z-Line Products Ltd.	2,250.00
Schmidtke Millwork Ltd.	3,116.00
Scriptam Industries	2,500.00
Tasty Minit Foods	1,500.00
D. Browne	1,783.90
CNC Manufacturing Co.	800.00
Hamilton & Allen Co. Ltd.	2,199.50
B.J. Trainor Holdings Ltd.	4,000.00
Winnipeg Diesel Inject	1,250.00
Design 2000	750.00
Brunswick Office System	750.00
Philip Weiss Ltd.	600.00
Hunter Wire Products Ltd.	1,000.00
Imperial Cabinet Co. Ltd.	997.50
Lowen Manufacturing Co.	500.00
Euston Farms Ltd.	1,000.00
Erhvik Enterprises Ltd.	1,500.00
G.L. Schmidtke Millwork	6,442.50
Polar Window of Canada	1,500.00
City Sheet Metal Co. Ltd.	2,200.00
S.S. Johnson Seeds Ltd.	2,500.00
Keith Industries Inc.	2,250.00
Vana Industries Ltd.	1,250.00
Typoplate Ltd.	1,050.00
Storm-Tite Industries	1,250.00
Vansco Electronics Ltd.	750.00
Rite-Way Industries Ltd.	2,000.00
Almicro Electronics Inc.	1,200.00
Laverendrye Steak House	1,202.50
Ken-Dor Custom Millwork	600.00
Jag Industries Ltd.	3,200.00
Boychuk Machine Ltd.	1,250.00
Pembina Poultry Packers	2,500.00
Trans-Canada Contact Lens	1,250.00
Chisick Metal Ltd.	2,677.95
D. Martens Manufacturing	2,250.00
Winston W.K. TAY	1,680.40
Debroni Distributors Ltd.	2,750.00
Mel Paul Utilities Equipment	1,250.00
ARC Industries Inc.	3,500.00
Valley Steel Structures	2,000.00
Hermann's Quality Woodwork	900.00
Dyck's Containers	1,500.00
Gusta Burke Mfg. Inc.	1,460.50
Schmidt's Ironworks Ltd.	1,000.00

\$ 551,878.61